

CHEMIST & DRUGGIST

The newswweekly for pharmacy

February 21, 1987

a Benn publication

Social Services
Committee backs
extended role

Pharmacist
beaten to
death at work

Branch seeks
referendum on
supervision

Wellcome win
'PI trade mark'
judgment

VPC finalises
animal health
licences guide

Boots unveil
Children's World
store in Dudley

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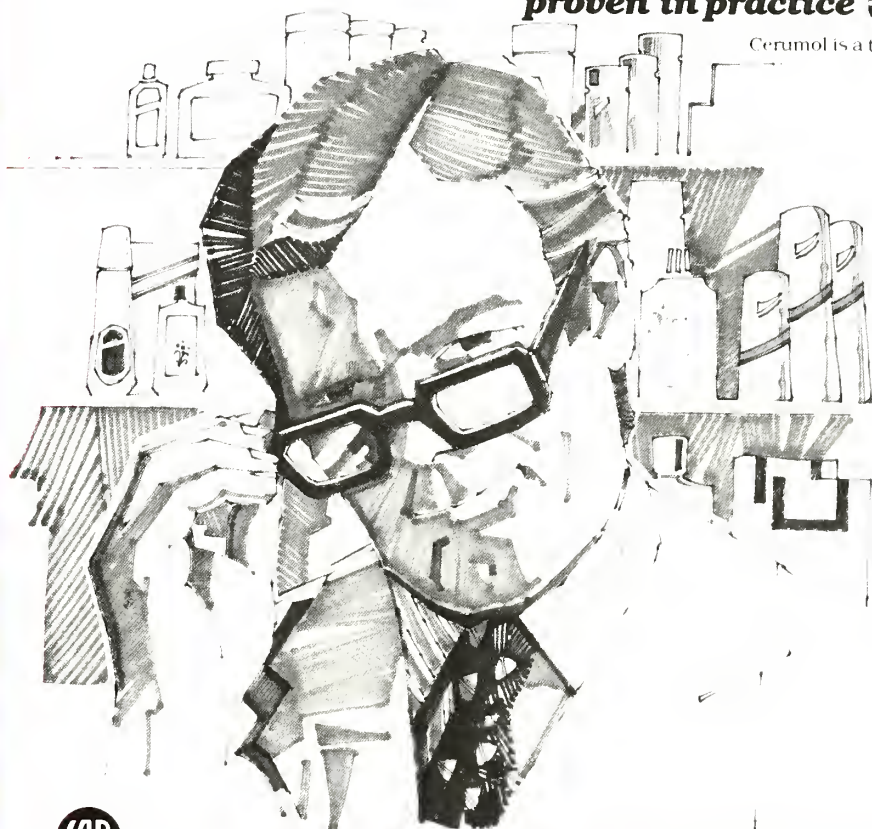
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DISCRETEST

• CHEFARO DIAGNOSTIC CARE •

February 21, 1987
Volume 227 No 5561

128th year of publication
ISSN 0009-3033

Incorporating
Retail Chemist

Editor:

John Skelton BPharm, MPS

Assistant Editor:

Patrick Grice BPharm, MPS

Features Editor:

Steven Titmarsh BPharm, MPS

Technical Editor:

Robert Darracott, BPharm, MPS

Contributing Editor:

Adrienne de Mont
BPharm, MPS

Business Editor:

Nia Williams, BA

NPA Reporter

Liz Hunt BPharm MPS

Beauty Reporter:

Frances Quinn, BA

Art Editor: Jack Parker

Price List Controller:

Colin Simpson

Advertisement Manager:

Peter Nicholls JP

Assistant Advertisement

Manager:

Doug Mytton

Production: Shirley Wilson

Publisher:

Ronald Salmon FPS

Director:

Christopher Leonard-Morgan

Published Saturdays by Benn Publications Ltd

Sovereign Way, Tonbridge,
Kent TN9 1RW

Telephone: 0732 364422

Telex: 95132 Benton G

Facsimile: 0732 361534

Subscriptions: Home £58 per annum.
Overseas & Eire £72 per annum in-
cluding postage. £1.20 per copy
(postage extra). Member
of the Audit Bureau of
Circulations **ABC**

Regional advertisement offices:
Midlands: 240-244 Stratford Road, Shirley,
Solihull, W. Midlands B90 3AE 021-744
4427 North East and North West Graeme
House, Chorlton Place, Wilbraham Road,
Manchester M21 1AQ. 061-881 0112 West
Country & South Wales 10
Badminton Road, Downend,
Bristol BS16 6BQ 0272 564827

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COMMENT



Over the past year or so, the envelopes that arrive each week in the C&D office from our cuttings service have been getting thicker. And it's not simply all those "Ask your chemist" columns the National Pharmaceutical Association is circulating.

Pharmacists, prompted no doubt by the "Ask your pharmacist" campaign, debate about the new contract, and the plight of the hospital service, are becoming more media conscious. In turn, the media seems to be getting more interested in pharmacists, and the help they can be to the customers of the National Health Service.

As a case in point, this week pharmacists get a generally good Press in an article in the half-a-million circulation, supermarket-sold monthly *Family Circle*.

But pharmacists may find their customers a little confused by some of the information in the article. "Danger! Common medicines... what everybody



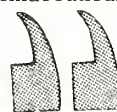
should know". It dispenses some good advice on what your doctor should tell you about a prescription; who to ask about medicines, the reasons behind cautionary labels; the importance of being familiar with the names of your medicines, and the need for compliance.

But the overall effect of the "plug" is spoiled by the sensationalism of a "Did you know" section on adverse reactions — "patients taking oral contraceptives can get unsightly brown markings on the skin after sunbathing" — and a seemingly pointless piece about how similar

different tablets can look to the patient. This ran along the lines of "if you take these small green tablets (Parstelin) instead of these other small green tablets (iron sulphate co) you could end up with a splitting headache after eating a cheese sandwich... and your anaemia won't get any better either!"

The article says that pharmacists are highly trained in all aspects of drug use. Quite so. But where do patients go to find this know-all? "Chemists with a pharmacist on the premises display a green and white cross on their shop window."

We understand that the author of the article used the National Pharmaceutical Association for help on where to find information at a number of points during her researches. For this she is to be applauded, but what a pity she didn't ask the NPA or the Pharmaceutical Society for help to vet the final article before it went to press.



All-party committee backs 'extended role'

The development of the role of the pharmacist as envisaged in the Nuffield Report and endorsed by the Government's primary health care document, has received the backing of the all-party Commons Social Services Committee.

In its report, published on Wednesday, the Committee, chaired by Labour's Renee Short, says that the pharmaceutical profession "has maintained a commendable degree of initiative". It continues: "Since the Government has taken up many of the Nuffield Report's recommendations, in such a way as to be widely acceptable to the bodies we have taken evidence from, the pharmacists can be seen to be in control of their own destinies."

Among its specific recommendations, the Committee says that it "agrees wholeheartedly" with plans to extend the health education role of the pharmacist, "which would be intended as much for doctors as the general public".

The Committee supports moves to enable pharmacists to leave their pharmacies to fulfil a wider professional role, and it accepts that there should be no real objection to a flexible approach provided "properly trained support" is

provided. The Committee recommends that, alongside changes to pharmacist training, a programme for pharmaceutical assistants should also be devised.

The lack of remuneration is recognised as the chief obstacle to the wider role, and, in a section on the new contract, the Committee welcomes the proposal for annual negotiations on a fixed timetable "if it can be operated successfully without the need for retrospective adjustments".

The Committee notes the National Pharmaceutical Association's view that the contract system will need a degree of fine tuning, but says: "We thoroughly endorse a gradualist approach."

On classification of medicines, the Committee says the Pharmaceutical Society's view that lists should be reviewed every five years seems "eminently sensible". And it recommends that an open mind be maintained about pharmacy records; it was glad to see the "smart card" experiment that combined consumer choice of pharmacy with monitoring repeat prescriptions and interactions.

The health care shop was an idea that appealed to Social Services Secretary Norman Fowler. But the Committee thought that such a development would limit patient choice and seemed to ignore other therapists such as dieticians.

suffer while the pharmacist is out providing domiciliary services — one solution being more than one pharmacist per pharmacy.

Other branches will be seeking to introduce patient registration with pharmacies and to limit doctors' prescribing to one month's supply. Some other motions to be put forward are: that prescriptions should state the total quantity to be dispensed in words and figures; that certain products should become Pharmacy only to avoid the problems of the withdrawal of junior aspirin; that the Society should seek a ban on the use of the phrase "from all good chemists" in advertisements; that where "Pharmacy" appears as part of the normal trading title of a business it should be allowed in advertisements for non-pharmaceutical as well as pharmaceutical services; that clearer guidance is needed on business associations between pharmacists and doctors and; that Council should resist any attempt to compel pharmacists to substitute generics for brand name medicines on NHS prescriptions.

Pharmacist found beaten to death

Scotland Yard detectives were this week investigating the killing of 28-year-old pharmacist Anita D'Souza who was found beaten to death at an East London pharmacy.

Mr Praveen Mayor, the owner of the pharmacy in which she worked at Merchant Street, Bow, found her body on Monday morning in a small store room behind the shop, although she is believed to have died about 5pm on February 14. She is known to have been alive at 4.50pm that day because Mr Mayor telephoned her to make sure all was well and gave her permission to close the pharmacy before the usual time of 5.30pm.

Detectives believe the killer, who is likely to have been covered in blood, locked up behind him after escaping with about £800 in cash. The shop was not ransacked, there was no evidence of a struggle and there was nothing to suggest the killer was looking for drugs. Tools from the pharmacy, including a hammer, are being examined by Scotland Yard's forensic science laboratory.

Miss D'Souza came to Britain with her family in 1966 from Kenya. She trained at Portsmouth and registered as a pharmacist in 1983. She had worked previously at Edgware General Hospital and in Milton Keynes, and had been with Mr Mayor for only three weeks. The pharmacy, on an estate serving tower blocks of flats, opened about six weeks ago.

■ John Hart, manager, Pharmacy Mutual Insurance Company, told *C&D* that from claims recorded, hold ups are not so prevalent as they were three or four years ago. "Drugs are more readily available from other sources these days," he says.

BRM to debate referenda

The Pharmaceutical Society's Council should consult pharmacists by a referendum or special meeting before there is any relaxation of pharmacist control and supervision of medicines, believes Gwent Branch.

Members are to propose a motion to that effect at the Society's Branch Representatives Meeting on May 14. Relaxation of supervision would increase drug dependency, intensify the hazards of drug misuse and be a threat to ethical standards, the proposers believe.

However, Birmingham Branch wants Council to assess the potential benefits of a register of technicians qualified to work under a pharmacist's control without constant supervision. And Macclesfield Branch wants the Society to ensure that the service to ambulatory patients will not

'Saddlers' list a fixture

The Ministry of Agriculture is proposing to formalise the arrangements under which registered saddlers may sell specified horse wormers.

Ministers have reviewed the arrangements under the Medicines (Exemptions from Restrictions on the Retail Sale or Supply of Veterinary Drugs) Order 1985 and propose to make them permanent. Any comments should be sent, in writing, not later than April 10, to S. Smyth, Room 1018, MAFF, Tolworth Tower, Surbiton, Surrey KT6 7DX.

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Wellcome win PI trademark case

The Wellcome Foundation won a High Court victory last week in its fight to prevent trade mark abuse of one of its main sellers, **Septin**.

Wellcome, whose annual turnover for Septin is more than £9.5m a year, successfully claimed the DHSS was acting unlawfully in the way it turned a "blind-eye" to trade mark considerations when granting parallel import product licences. The specific complaint related to the granting of licences for the identical product made by Wellcome or its subsidiaries in some EEC countries and marketed there under the name Eusaprim.

In a sworn statement to the court, Wellcome's company secretary Mr Harry Mitchell said latest figures showed the annual value of Eusaprim imported into the UK was over £900,000, and in about 10 per cent of cases where a doctor had prescribed Septin, pharmacists were dispensing Eusaprim and making excess profits at the expense of Wellcome, the NHS and ultimately the British taxpayer.

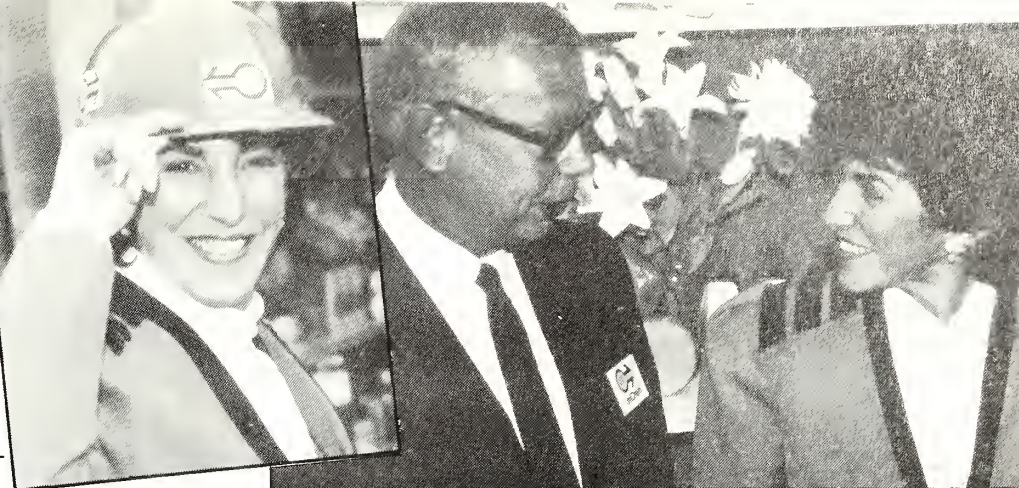
In its defence, the DHSS claimed it had acted correctly in refusing to get involved in private trade mark disputes and that its duty as licensing authority was that of consumer protection in the three areas of safety, efficacy and quality of imported medicines.

After a two-day hearing, Mr Justice Webster granted Wellcome a declaration that infringement of trade mark rights were relevant considerations for the DHSS to consider in the exercise of its power to issue PL (PI)s.

Mr Andrew Collins QC, for the Health Minister, told the court following the judgment that the implications of the decision had not yet been thoroughly thought out, but it must be made clear that there was no question of the Minister acting as "arbiter" in alleged trade mark infringements. An appeal is being considered by the DHSS, but Mr Collins added that it might be possible to invite suggestions from trade mark owners as to the changes they would require on licence applications.

Mr Anthony Lester QC, for Wellcome, said the court's ruling would enable the DHSS in an "undisputed clear case" of infringement to make the necessary decisions but it was not suggested that the Minister should seek to decide these matters "as though he were a court".

Septin is the only product which has caused Wellcome concern in this way. But other products might be affected.



Junior Health Minister Edwina Currie's brother-in-law isn't a Unichem customer nor, apparently, does he hold strong views on the new contract. Mrs Currie hasn't asked him about it yet! These two negatives emerged from a flood of questions when photographers and reporters from four national and four provincial newspapers flocked to Unichem's Chessington HQ on Wednesday to hear the latest on Glennys Kinnock's "leadership of the Labour Party" from Mrs Currie. Pictured with chief executive Peter Dodd, Mrs Currie said she applauded Unichem's success in building a £½ billion business in 15 years on her tour of the depot extensions (see inset).

FPC accepts GP drug testing

West Sussex Family Practitioner Committee has accepted the principle that dispensing doctors should, like pharmacists, be subject to a drug testing scheme.

Principal administrative officer Mr Rice told *C&D* that the next step for the FPC will be to take a motion proposing an extension of the scheme to the Society of FPCs annual conference in the Autumn.

The FPC made its decision at a recent meeting as a consequence of discussing a DHSS proposal to reduce the cost of the existing DTS by removing the need to assay samples that can be identified physically. LPC chairman Anthony Moore told the FPC that the Drug Testing Scheme was not just there to "check up" on the pharmacist's dispensing, but also to make sure patients were getting the drugs they should. "Much to my surprise this was taken up by lay members who thought that all patients should have the benefit of such a scheme," Mr Moore told *C&D*.

Lanark GP: call to dispense

The Scottish Department of the Pharmaceutical Society has expressed concern that a GP at Glenboig, Lanarkshire, has been asked by the Health Board to provide medicines for his patients.

This is the first occasion when a GP has been required to provide such a service in an area which has been served by an approved collection and delivery service.

In only two areas within the last decade have new dispensing medical practices in Scotland been established and, in both cases, there had been full consultation with the area pharmaceutical committees

concerned, which had raised no objections.

However, the Department executive noted at its January meeting that the Scottish GMSC regretted the incident and hoped it would not create a precedent. Neither side have any wish for a Scottish version of the Clothier agreement.

Decision time

FPC administrators are to decide over the next two or three weeks whether to take industrial action which could disrupt implementation of the new contract.

A meeting of the Whitley Council last week led to hopes that the management side might be prepared to reconsider the administrators' claim, but further clarification was being sought this week. The Society of Administrators of Family Practitioner Services want recognition of extra work done by FPCs since April 1985 and one possible aspect of industrial action they might take would be to refuse to co-operate on the setting up of pharmacy practice subcommittees (*C&D*, December 6, 1986, p950).

Premises lose 14

The number of premises on the Pharmaceutical Society's Register showed its traditional post-Christmas drop in January, down 14 to 11,734. But, more importantly, the number of new premises registered hit new heights for January, at 45.

England (excluding London) was down seven overall, with 36 openings and 43 closures. Scotland was down two, with two openings, one restoration and five closures; Wales lost four, with three openings and seven closures. In London, closures with five, just outnumbered new openings, on four.

VPC finalises licence guide

The Veterinary Products Committee has produced guidelines for the classification of products as Prescription Only Medicines or Pharmacy/Merchants List (PML).

The guidelines, drawn up after a period of consultation, have now been accepted by the Licensing Authority, who says that it merely represents a codification of existing practice. Products for use in farm animals will normally be classified as P unless a more restrictive category is appropriate or they can safely be classified PML.

The POM category may be appropriate if a veterinary diagnosis is required; when the product needs to be administered by the vet or under his supervision; when toxicity may present a safety hazard in animals or man, or if the risk/benefit ratio is finely balanced; when careful monitoring is required; or when the substance is controlled under the Misuse of Drugs Act or is POM for human use.

A product not requiring a POM licence can be classified as PML, unless advice is needed on potential risks to the person administering the product or the possibility of undesirable interactions with other veterinary drugs; when sales advice on the method of use or the preparation of a product prior to use might be required; or where unusual storage or disposal requirements should be brought to the user's attention.

Piperazine safe as pet wormer

Manufacturers have defended the use of piperazine as a pet wormer, after criticisms last week from a veterinary surgeon.

Mr Martin Lawton, British Small Animals Veterinary Association, said last week that reports of toxicity following the use of piperazine, mainly in kittens, had appeared recently in *The Veterinary Record* and that other compounds were more effective for roundworms. He said if pharmacists wanted to show they were better qualified than pet shops to sell animal medicines they should recommend the more effective PML or P wormers.

But Beecham's senior veterinary advisor, Mr J. Allison, told *C&D* that piperazine was regarded as a safe anthelmintic although, as with other



"Break a habit" is the next leaflet for the Health Care in the High Street display racks, and should be available in pharmacies in time for National No Smoking Day on March 11. The AIDS leaflet is being sent to pharmacies in Scotland this week. The leaflet is produced by the Scottish Health Education Group, from whom further copies are available. BBC and ITV companies are joining forces to broadcast programmes on the about the disease for a week commencing February 27

compounds, side effects were possible at high doses. Most vets still regarded it as the treatment of choice.

Cases reported in the *Veterinary Record* referred to gross overdoses, for example, a kitten had been given nearly eight times the recommended dose due to the omission of a decimal point on a Sherley's worming syrup label. Ashe Consumer Products stress that this was an isolated incident and that all labels are now correct.

AIDS — cut out needle sharing

AIDS would be easier to control than an epidemic of flu if every man used a condom, and drug addicts stopped sharing needles, says consultant Dr John Gallwey.

Education and behaviour modification is still the key to halting the spread of AIDS, and pharmacists have a major role to play, he told NPA members at a regional dinner at Heathrow. "It is what we do now that will govern how many people die in the 1990s, and you must familiarise yourselves with everything about the disease, so you can advise people," he said. He believed pharmacists should promote condoms.

Dr Gallwey was doubtful that an AIDS vaccine would be found in the next ten years. He congratulated the Government on its swift response with the advertising campaign, but doubted whether it would reach those now most at risk, the young heterosexual community.

Newton meets PSGB president

Pharmaceutical Society leaders got a "friendly reception" from Health Minister Tony Newton at their meeting on Tuesday to discuss the hospital pharmacy crisis.

PSGB president Geoff Booth, secretary John Ferguson and treasurer Colin Hitchings were met by a Minister well briefed on the situation. "It wasn't an aggressive meeting at all," Mr Hitchings told *C&D*. "No undertakings were given but the Minister said the Department was looking at the problem."

Nuffield was discussed, and the Minister seemed keen to get moving on flexible grading, Mr Hitchings said. The idea of another independent review was also discussed. The Society will now write to the Minister with detailed comments.

Drug Tariff — a new guide

A Guide to the Drug Tariff is being compiled by the NPA and PSNC.

It will not differ greatly from the present Blue Guide but will be in loose-leaf format which can be updated, and will contain sections on the blacklist and stoma care and appliances. NPA technical officer Colette McCreedy has been at work on the Guide since November.

Condom warning

Imported condoms which do not meet standards set by the British Standards Institute, are causing concern to the Family Planning Association.

It is advising pharmacists to purchase only those condoms which conform to BSI requirements. It has received reports that the market is being flooded with cheap foreign imports as the Government's AIDS campaign gets under way.

Labelling defect: Aureomycin (chlortetracycline) cream 3 per cent Lot no. B18392-162. There is a possibility that some of the tubes used for this batch of cream are labelled Aureomycin ointment. Any defective tubes should be returned to Lederle Laboratories (customer returns department) for full credit plus postage.

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PSNC/Newton meet on contract

The Pharmaceutical Services Negotiating Committee met with Health Minister Tony Newton on February 19 for further discussions on the new contract package.

PSNC representatives included chairman David Sharpe, vice-chairman David Coleman, and chief executive Alan Smith.

A further plenary meeting with the Department of Health to "tie up loose ends" is planned for February 25.

Discussions on nil-discount and fee related to period of treatment have been discussed since the LPC conference on February 8, and PSNC assistant secretary Peter Boardman reports "things are progressing satisfactorily".

Balance restored!

Amendments to the regulations for non-automatic weighing machines, which would have resulted in a dramatic increase in the price of dispensing balances, have been withdrawn after NPA and PSGB pressure.

They included a proposal to increase the limits of error and accuracy by 1,200 per cent which would have doubled prices overnight, and provided an unnecessary increase in sensitivity, says NPA business aids manager, John Goulding. In addition, all existing weights would have had to be submitted to be stamped with an EEC verification mark.

GPs get mobile

Mobile pharmacies have been discussed within pharmacy for a number of years. But the profession has been beaten to it by dispensing GPs in Norfolk, who are operating a mobile surgery from a caravan.

The mobile service runs to the villages of Syderstone, Rudham and Bircham some five miles from the main surgeries at Great Massingham and Docking. The vehicle includes an examination couch and dispensing area and can provide stitching, smears and vaccination, says *Doctor*.

The Pharmaceutical Society is not required to register dispensing doctor practices, and the need to register pharmacy premises excludes, by definition, mobile practices.

Lifebuoy launch

Lever Bros are relaunching Lifebuoy soap this month. I wondered what had happened to it. We are told the product was traditionally seen as a toilet soap with deodorising properties used mainly by men, but will now be aimed towards the whole family, with the white soap having a softer perfume. Since I am on the edge of a rural area I still get inquiries for the old fashioned bar of red carbolic Lifebuoy. "Long since gone," I lament to such inquirers. Imagine my surprise to be shown a brand new pack of the aforesaid old-fashioned Lifebuoy bar soap by a farmers' wife, which she told me she had just bought from her agricultural supplier. I know I could sell it: Why can't we get it?

HC ointments

With the delay in the de-regulation of hydrocortisone ointments, let me ask again why Adcortyl in Orabase cannot be included on the schedule? I've just had another batch of mouth ulcer sufferers begging for help. I regret that, despite the claims by the various mouthwash makers, pastille suppliers and paint manufacturers, I see none of their products affecting the usual course of these painful afflictions. When you know of a simple product which will virtually cure with two successive nightly applications, there seems little justification for not allowing us to use it, since it can hardly be a product of misuse.

New 'me-too' for pain in head

Coda-med tension headache tablets — an exciting new analgesic opportunity. "Jeffery Martin are pleased to announce the launch of the analgesic specifically for tension headache...up to now customers have had to make do with a general painkiller. Now you can give them . . .!"

And that's just the beginning of the blurb which accompanied the two complimentary packs of this product. Actually, close reading shows the copy writing is distinctly crafty. It tells the public we have a new product. The name may be new, the product certainly is not; it tells us we have a new opportunity?

What we are being offered is, of course, paracetamol, codeine and caffeine in a formulation identical with Cox's pain relief tablets, which themselves are near relatives to Solpadeine, Parahypon and, although without caffeine, our old friend

co-codamol. We are told someone is spending £1.5m to foist this look-a-like onto the great British public by making them believe they will be buying an utterly new product, specially formulated for a headache caused by tension.

As a pharmacist I find myself wondering what place caffeine has in such a formulation? As a community pharmacist I find myself wondering what place Coda-med should have on my analgesic shelves. Am I to be driven by the pressure of advertising to stock — and by implication — to recommend a product no better than a dozen others? I think not.

Conference and the contract

You were beginning to think I wasn't going to say anything, weren't you?

First, let me record relief that the thing has been accepted. From April 1 there will be a restriction of contract so prospective applicants will be required to show there is a need for a new service at a specific site, or that it is desirable. Better late than never. It is sad that the very damage we tried to avert has been precipitated by the two year delay. The benefits will now take many years to become apparent — with 300-odd applications still in the pipeline under the present regulations, many establishments are not out of the woods yet.

After the unanimous acceptance of the Conference, I imagine Mr Sharpe and his executives, along with the rest of PSNC must feel, perhaps for the first time, the glimmerings of satisfaction for a job bravely attempted and almost achieved.

Rural contract

I note the diagram showing two paths to rural contracts. For my money the current proposal in which the pharmacist has to gain approval as a "needed" or "desirable" service is the better route, even though the pharmacist is obliged to make application for a given site. This may cause him difficulties in having to make commitments in advance of permission. My view is that with this permission granted, the Rural Dispensing Committee would be hard put to refuse. If, on the other hand, application has to be made to RDC, and it refuses, the wider reasons of need or desirability may never be debated.

One thing is now clear. Any pharmacist thinking of opening a rural business should, indeed must — as an essential preliminary to action, contact his local pharmaceutical committee and ask for its help, if he is to even hope for success.

Well done, Mr Nathan!

Hearty and sincere congratulations to Alan Nathan on his two articles in *C&D* February 7. I registered 36 years ago and am now semi-retired, but I do feel that they are the most informative articles I've read in this period. They really should have been circulated to every pharmacist with his application for registration fee in January, with a space on the form for signature to say they had read it!

Seriously, I have always "cared" about pharmacy, but branch meetings bored me and I always felt my contributions would achieve little in the face of the "activists" present in every branch. However, the proposal of a referendum is first class. It would give hope and involvement to such as myself who are labelled "apathetic" simply because the options for action are so limited. Do persevere with this proposal and continued to publish informative articles.

G.L. Blagg
Bognor Regis

Not a cushy job

I read Alan Nathan's article (*C&D* February 7) on the activities of Council members with considerable interest. Personally I have never considered Council as a cushy job and I would certainly not begrudge them what expenses they receive for their efforts. Like Alan, however, I feel that Council has never represented the views of "Mr Average Pharmacist". Most pharmacists in retail regard the PSGB as a largely restrictive and oppressive arm of government, and are hard pressed to see where they get value from it at £75 per year. All too frequently they see it as a nit picking body with a dreadful tendency towards a non-thinking rule book mentality. As Nuffield has reported, we should be given far more freedom to use our professional judgment.

Whereas, in general matters, Council members may be more informed than the man in his pharmacy in the High Street, when it comes to the delicate interface between patient and pharmacist in day to day practice, the high edicts from Lambeth are often irrelevant or impractical and one falls back on those two basic principles: - a) judging each issue on its own merits, and b) using one's common sense. If Council members do possess more wisdom as a result of being in possession of more of the facts, it is surely

their duty to communicate those facts to the membership.

On the question of collective responsibility and individual views, I think we ought to be able to identify who voted for what on contentious issues, in the reports on Council meetings. That way we can far more easily decide who to vote for. The restrictions on communication in the run up to elections by candidates is nothing short of anti-democratic and, at present, the Branch Representatives Meeting is a farce and always will be until in part it is at least binding on Council.

On major issues I agree that referenda should be used. All these points, if enacted, would help generate interest in the PSGB and, far more importantly would make it be seen to be more democratic. An apathetic profession is a weak one; an interested one is a strong one.

R.W. Poynter
Solihull

Council view — minority view?

I was pleased to seek Nick Wood's vigorous response to my articles on the workings of the PSGB's Council. The points he made are all well taken (last week, p252).

If I have caused any misunderstanding or offence I can only offer in my defence that restrictions on space made me compress arguments and explanations that otherwise might have been clearer. Nevertheless, the fact remains that in my period on the Council I have seen decisions taken that have appeared to run counter to the views of the majority of pharmacists I have spoken to outside. And, generally speaking, I have not seen any evidence of opinions being sought before the decisions were made.

My main purpose in writing the articles was to improve communication between the Council and the membership, and to stimulate debate on issues of pharmaceutical politics. The early signs are that I have had some success: if Nick disagrees broadly with my views, then Xrayser seems to support them. I just hope that the debate will widen to the rank and file, whose livelihoods are significantly affected by the decisions made at Lambeth. If they fail to participate, and do not start to take a greater interest in their professional future, then I would go along with what Nick said.

People who fail to make their opinions known have only themselves to blame if the decisions made on their behalf turn out to be wrong.

Alan Nathan
London NE21

Just like the Alliance...

Reading Nick Wood's letter (last week, p252) criticising Alan Nathan's article reminded me of the two "Davids" bickering at the helm of the SDP/Liberal Alliance. When discussing referenda, or more simply ballots, it is not reasonable to compare the membership of Pharmaceutical Society with the electorate of the UK.

Members of the PSGB are highly specialised in their subjects. They are well motivated to the profession and practice of pharmacy and would have no problem with coming to a decision on any aspect of our profession. In comparison, it is very difficult for any citizen in the UK to make decisions of a political nature, because the facts and implications are often unavailable or incomprehensible. In this case, parliamentary democracy or representation is the best compromise.

Recent trade reform reinforces my argument, showing how useful balloting members of trades and professions can be in putting particular points to the bodies an organisation may wish to influence.

B. Shooter
Hainault, Essex

... BPA backing

Mr Alan Nathan's explanations into the working of the Council should not be seen just as a public relations exercise. As an ex-chairman of the British Pharmacists Association and now a Council member, Alan has highlighted the problems which cannot be ignored.

The Nuffield Report too has summed up the situation as follows: "We suspect that the Society has taken too limited a view of the powers, which in the light of the Dickson judgment some 20 years ago, it possesses to regulate the activities of its members . . . We believe that this should be looked at again. There are, however aspects of its work in which the PSGB has not been as active as we think it should . . . We believe that our Report represents an opportunity to extend and improve the standing and performance of the profession, the contribution which it can make to the health service and so the service it gives to the community. It is an opportunity which the Council of the Society must not fail to take."

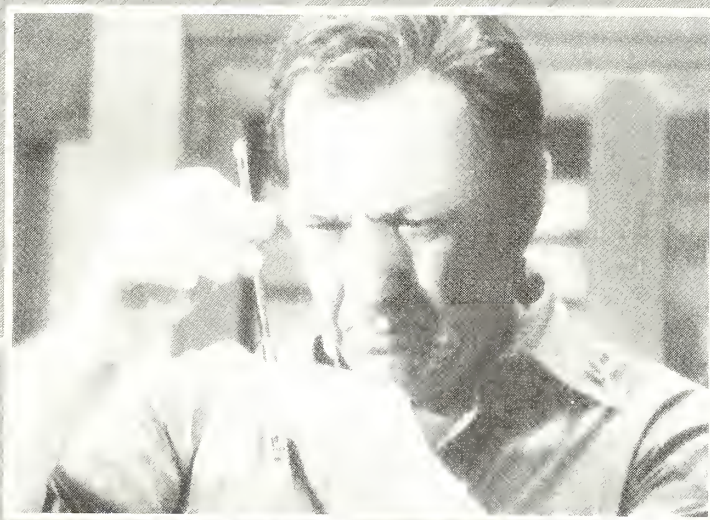
Alan, those who voted you in certainly do not expect your report to gather dust due to lack of time at monthly meetings.

J. Patel
Secretary, BPA



The case for
advertising medicine
on television.

Thames dissects the
arguments.



Thames Television is about to give a shot in the arm to pharmaceutical brands.

We're prescribing TV commercials. Courses of 10, 20 or 30 second doses,

which we recommend continue until the trouble clears up.

An analysis of the problems and likely cost of some of the solutions will be discussed at a presentation hosted

by Thames Television on February 24th.

It could prove the perfect cure for your company's ailing sales.

For further information call Lucy Acland on 01-387 9494.

Possible art and politics

I feel obliged, on behalf of the Pharmaceutical Services Negotiating Committee, to comment on the correspondence that has occurred recently in the *Chemist and Druggist*.

It would appear that, apart from Alan Tweedie, other members of the PSNC were prepared to be led like lambs to the slaughter. Nothing could be further from the truth. The negotiating team (of which Mr Tweedie is not a member) were fully aware of the disquiet felt throughout the profession but were not prepared to disclose their negotiating strategy in public.

The results, though never as good as we would like, were confirmed overwhelmingly by the delegates conference and speak for themselves. Politics (and negotiations) are the art of the possible!

David Sharpe
Chairman, PSNC.

A traveller's tale

When an antimalarial drug is dispensed we assume that every pharmacist will know the medicinal category of the drug, ie, whether it is a "P" or "POM". However, there seems to be some confusion with the supply of antimalarials in certain community pharmacies.

Recently a traveller consulted me and requested detailed information on malaria prophylaxis for her holiday to Malaysia. At the time she had been recommended by a malaria advisory centre to take Maloprim and was seeking a second opinion on the information she had been given. I was astonished to learn that she had purchased her Maloprim from her local pharmacy without a prescription. In response to my surprise, she went on to tell me that out of the four pharmacies she contacted, three were prepared to sell her Maloprim over the counter and offered to obtain sufficient Maloprim for needs. The reason why four pharmacies had been contacted was that the first three could not supply sufficient Maloprim for all her family. She then went on to the fourth pharmacy where the pharmacist sold her Maloprim without a prescription.

Conversely, in our hospital, we have received calls from travellers mentioning that their community pharmacies would not supply chloroquine preparations without a prescription.

Pharmacists should ensure that Maloprim is supplied strictly on



Pharmacist George Edward is the winner of Metro City, prize in the recent Macarthy's competition. Mr Edward (centre), of Leicester's F.W. Pickford pharmacy, accurately estimated a Macarthy van's mileage for one month. He is pictured here receiving the car keys from the company's sales director Steve Lakin (left), with Macarthy's Barry Wright looking on

prescription, whereas chloroquine (Nivaquine, Avlocor) and proguanil (Paludrine), when used for prophylaxis of malaria, can be sold over the counter. Pyrimethamine (Daraprim) can also be sold over the counter, while Fansidar and amodiaquine (Camoquin) are Prescription Only; however these are not currently recommended for malaria prophylaxis.

S.K. Vong
Hospital for Tropical Diseases, Department of Pharmacy, London

Rollover relief!

Thank you for your news item "IR details tax on compensation" (*C&D*, January 31, p155). My personal experience when I sold my first pharmacy at the age of 57 to take another pharmacy may be of interest.

The leapfrogged pharmacist, whose demise will be primarily due to lack of NHS revenue, will enjoy a capital gain. If that proprietor sells the residual stock to a colleague for an agreed sum to be taken — not in cash — but in the form of a partnership or shareholding, or a new business, the capital sum will be eligible for rollover relief. If the same person is between 60 and 65, Capital Gains Tax is likely to be cancelled progressively to the greater age. Loss of business, for whatever reason, reduces the goodwill value of that business to nil, while the maximum goodwill is usually up to 2½ times adjusted net profit. Thus, the question of compensation may not be as bad as it sounds: the taxmen are, as usual, hard on many but just to all.

To cite my own example, my own tax at age 58 was £20,000. On retirement from the second business at 65, it was nil. And how the property had appreciated in that short eight years!

Keith Jerkins
Wendover, Bucks

The cost of GP dispensing?

The National Pharmaceutical Association is right to take the initiative on the question of doctor dispensing by stating clearly that all dispensing should be by pharmacists. The resolution passed at the LPC conference to extend the mile limit to three miles is also to be welcomed.

The principle of convenience and "difficulty" for the patient is the basis on which doctors dispense under the regulations: it is not the basis on which the regulations are applied in practice. Local Medical Committee policy is to discourage peripheral, branch, or small surgery development as main surgeries can provide the patient with better facilities for care and diagnosis. This is reasonable and in the interest of patient and doctor. In Gwynedd, only one out of seven branch surgeries dispense, while eleven surgeries dispense near to pharmacies in towns and villages. It is obvious that it is no more a problem for the patient to visit the pharmacy than to visit the surgery.

The regulations, from the patient's point of view, are totally unnecessary in practice, and the inconvenience brought about by the withdrawal of the right of doctors to dispense would be minimal. Factual evidence for this nationally will no doubt increase with the publication of maps provided for Professor Marsland's survey "Distribution of Rural Medicines" (*C&D*, February 7, p188).

Further to this is the question of doctor dispensing and their non co-operation in the collection of prescription charges. The "system" does not require the patient to sign the back of prescriptions when exempt, and so the expenditure of public funds is not accountable. The annual loss is approximately 4 per cent of charges to the Exchequer.

The doctor is paid a total gross cheque for dispensing, including charges, and patients' money is collected by the surgery to be returned to the FPC. The system lays the doctors open to temptation, although it is probable that the patients have not left the prescription charge initially. Why should the pharmacists' system not be applicable to the doctors — patients signing the prescriptions and the pricing bureau paying GPs by cheque after deducting the charges?

The only answer is for this doctor to cease dispensing. Then the pharmacist can do the job properly and the patient can enjoy a full pharmaceutical service.

R.N. Thomas
Gwynedd

Presentation
for Shingles

Prescribing information

Presentation Each pink, shield-shaped tablet is impressed "ZOVIRAX 400" on one side and a triangle on the obverse, and contains 400mg acyclovir. Uses

Treatment of acute herpes zoster infections. Whilst a beneficial effect of treatment on acute pain has been shown, studies have not yet demonstrated an effect on post-herpetic neuralgia. **Dosage**

Adults: Two 400mg tablets five times daily for seven days. Treatment should start as early as possible after rash onset. **Contra-indications**

Precautions For patients with severe renal impairment (creatinine clearance less than 10ml/minute) a dose of 800mg twice daily is recommended. For those with creatinine clearance from 10-25ml/minute a dose of 800mg every six to eight hours is recommended. In the elderly, total acyclovir body clearance declines

along with creatinine clearance. Adequate hydration of elderly patients taking high oral doses of Zovirax should be maintained. Special attention should be given to dosage reduction in elderly patients with impaired renal function. Experience in human pregnancy is limited so caution should be exercised in prescribing for pregnant women.

Side- and adverse effects Skin rashes have been reported in a few patients receiving Zovirax Tablets; the rashes have resolved on withdrawal of the drug. In trials, the incidence of gastrointestinal events has not been found to differ from placebo. Basic NHS cost 70 tablets (PL3/0227) £119.00.

Further information is available on request.

The Wellcome Foundation Ltd
Crewe, Cheshire



Wellcome



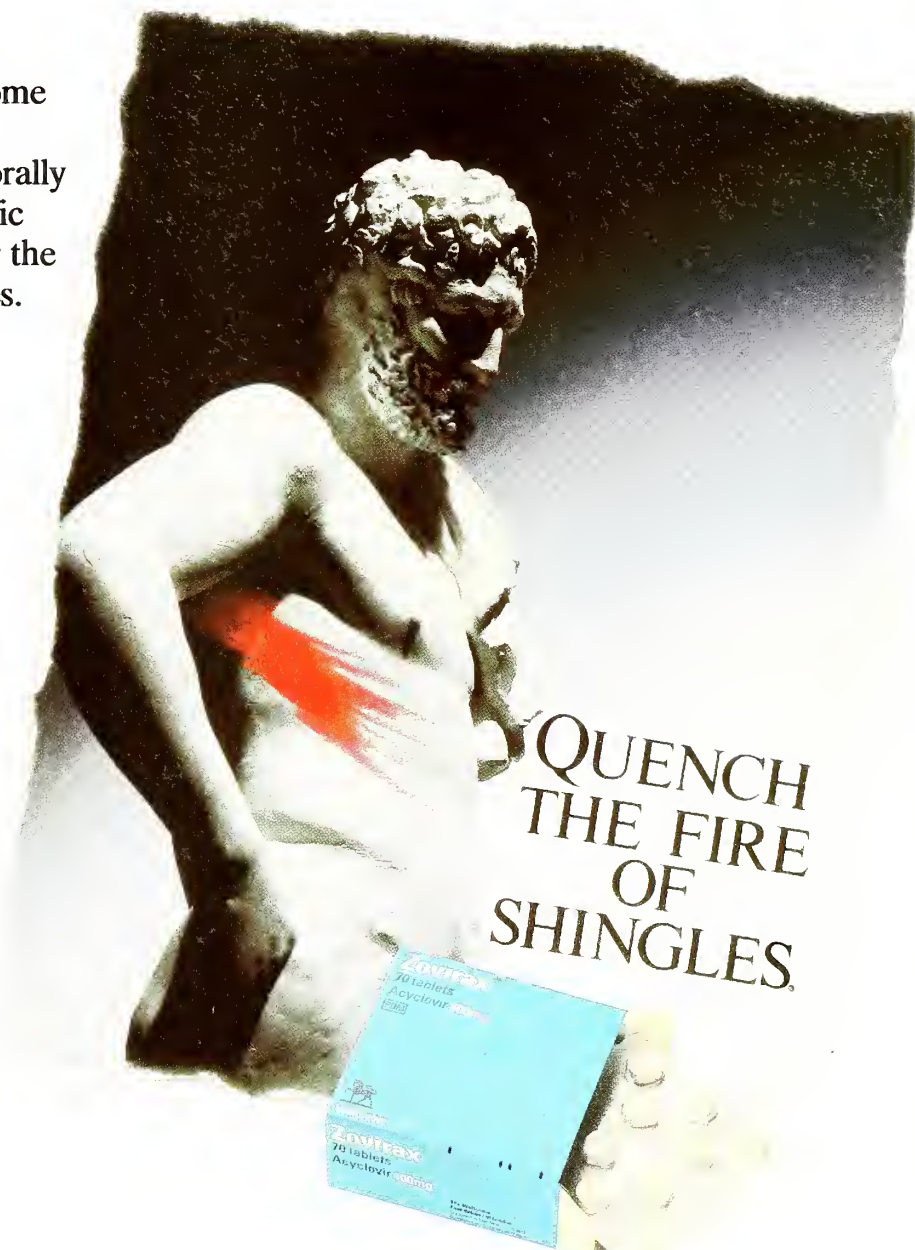
THE QUEEN'S AWARD FOR
TECHNOLOGICAL ACHIEVEMENT
TO THE WELLCOME RESEARCH
LABORATORIES OF THE
WELLCOME FOUNDATION LTD

Rx ZOVIRAX 400mg Tabs

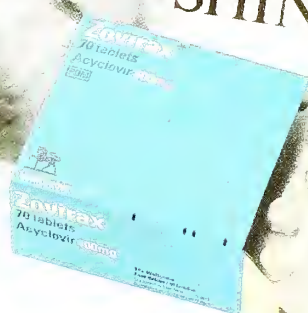
ii five times a day 70

With the above prescription, Wellcome announce the introduction of an orally administered, specific antiviral therapy for the treatment of shingles.

The seven-day treatment, using the new 400mg tablets, is presented as a complete course in one pack — the 7 day Shingles Treatment Pack. Promotion to doctors starts immediately and supplies are available through the normal wholesaler channels.



QUENCH
THE FIRE
OF
SHINGLES.



THE WELLCOME
FOUNDATION LTD

A LEADER IN ANTIVIRAL RESEARCH

ZOVIRAX*

acyclovir 400mg tablets

*Trade Mark

New 7 day
Shingles Treatment
Pack

Gold Cap SMA is the biggest selling
babymilk in the market
and is the most widely used in
maternity hospitals all over the U.K.

Sales for White Cap SMA have grown
by over 60% in 1986, and together
with Gold Cap SMA has accounted
for nearly half the total market.



Progress is still the only
follow-on milk in this country, with
plenty of room for growth.
Especially for chemists who account
for well over half of sales.



Wysoy, the soy protein formula,
holds 75% of this special sector.

WE'RE THE TOPS.



Wyeth Laboratories, Huntercombe Lane South, Taplow, Maidenhead, Berks SL6 0PH.

4A
Breast milk is best for babies. Infant formula is intended to replace or supplement breast milk when breast feeding is not possible or is insufficient, or when mothers elect not to breast feed. Good maternal nutrition is important for the preparation and maintenance of breast feeding. Extensive or prolonged use of partial bottle feeding, before breast feeding has been well established, could make breast feeding difficult to maintain. A decision not to breast feed could be difficult to reverse. Professional advice should be followed on all matters of infant feeding. Infant formula should always be prepared and used as directed. Unnecessary or improper use of infant formula could present a health hazard. Social and financial implications should be considered when selecting the method of infant feeding.

Wysoy

Breast milk is best for babies. Wysoy milk-free formula is intended to meet the nutritional needs of infants and children who are allergic to cow's milk protein or intolerant to lactose. Professional advice should be followed.

Progress

Progress is a nutritionally rich blend of milk solids, vitamins and minerals for babies 6 months and older. Used in conjunction with solid feeding, it provides the nourishment essential to a baby's healthy and sustained growth. Progress is not intended to replace breast feeding or infant formula.

 **Wyeth Nutrition**
Leading the way

*Trade marks



C&G Fortify themselves

Cow & Gate are entering the adult world for the first time with a liquid meal replacement, Fortify, which they say should capture some 20 per cent of the £11m market in its first year.

The seven-product range is made up of natural, sweet and savoury flavours claimed to have more nutritional value and better taste than competitors, and free from all preservatives, colourings, gluten and artificial sweeteners. Made up with either water or milk to be served hot or cold, Fortify comes in resealable cans (£1.05 for the 132g chicken, tomato, vegetable, banana, strawberry or chocolate flavours, or £1.98 for the 440g natural variety).

Cow & Gate say research shows consumers want a choice of flavours with better "mouth feel and aftertaste" than existing products. Fortify can be used as a meal supplement or as the sole source of nutrition providing a complete day's food intake in 440g, the company says.

Chemists and drug stores dominate the market with a 75 per cent share (hospitals 15 per cent and grocers 10 per cent), the company says. Promotion will be through sampling, consumer leaflets and POS material, and Fortify will be positioned for convalescence and post-operative nutrition; for the elderly; for pregnant or nursing mothers, for those with poor appetite or difficulty in swallowing, or as a snack. The launch is in March. Cow & Gate, Trowbridge, Wilts.



A first for Family

Vestric are backing their Family Health range with a £50,000 advertising campaign in the women's Press.

This, the first of its kind, will run until June — advertisements appearing in *Prima*, *Woman & Home*, *Good Housekeeping*, *Family Circle*, *Woman's Weekly* and *TV Times*. Vestric Ltd, West Lane, Runcorn, Cheshire WA7 2PE.

Fast work

Robinsons of Chesterfield are supplying their Fast Aid range of plasters in merchandising units from March.

Each of the seven products will come in stackable display outers, say Robinsons of Chesterfield, Wheat Bridge Mills, Chesterfield.

Opsite on video

Smith & Nephew have produced a new video on the applications of their film dressing Opsite. The video explains the mechanism of moist wound healing and shows the application and removal of Opsite using the new self-adhesive green "handles". Anyone wishing to view the video should contact Miss Julie Wilkinson, Smith & Nephew Medical Ltd, PO Box 81, Hessle Road, Hull HU3 2BN.

Money off medicines

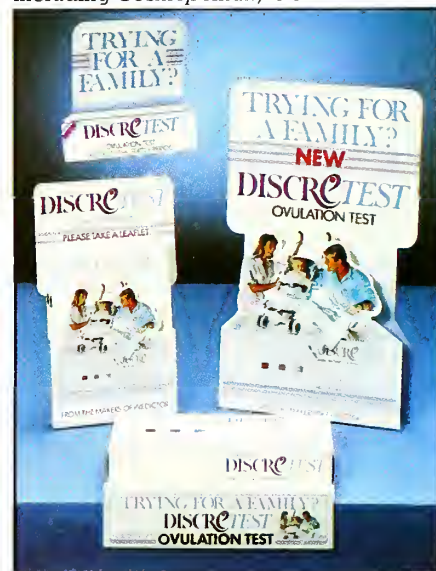
Unichem are offering members 25 per cent discount on normal trade prices for OTC medicines during March, and they can delay payment for up to six months.

The offer is available on chesty cough syrup (£1.50, 120ml), dry cough linctus (£1.50, 120ml) and cold relief capsules (£1.56, 20). And for those placing orders on OTC medicines, the same discount will apply to multivitamin tablets (£0.99). Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.

Discretest goes to Press

Chefaro Proprietaries are backing their ovulation kit Discretest with a range of POS material and increasing their advertising spend.

The new advertising schedule starts in March and will span women's magazines including *Cosmopolitan*, *Good*



Housekeeping, *Living*, *Options*, *Prima*, *Woman's World* and *Mother & Baby* on a regular basis until the year end. Most full page colour advertisements will carry a coupon offering more product information.

Product manager Marianne Harris-Bridge says response to the initial coupon advertisements led to "exceptional demand" for information. "We already know of several 'Discretest' pregnancies and we're now looking forward to our first baby!" Chefaro Proprietaries, Cambridge Science Park, Milton Road, Cambridge CB4 4BH.

PRESCRIPTION SPECIALITIES

A 24-pack of tuberculin old Tine Test (£18.30 trade) will replace the 2 by 25 pack as stocks are exhausted, say Lederle Laboratories, Fareham Road, Gosport, Hants PO13 0AS.

The colouring in Prothiaden 25mg capsules is being changed from tartrazine, amaranth and erythrosine to Ponceau 4R Red and Yellow, and iron oxide. The new capsules, which Boots say should show no visual change, will bear lot numbers 50L or more. The Boots Company plc, Thane

Road, Nottingham NG2 3AA.

Panpharma have taken over Nordox capsules, not Nordex as stated last week. Distributors Farillon Ltd, Ashton Road, Harold Hill, Romford, Essex RM3 8UE.

Hillcross Pharmaceuticals have added frusemide 40mg tablets (1,000, £5), co-dydramol tablets (500, £8.36) and dihydrocodeine 30mg tablets (500 £15.53, all prices trade) to their range of generics. Hillcross Pharmaceuticals Ltd, Primrose Mill, Harrison Street, Briercliffe, Burnley.

Mianserin?

**Wide
variety of
pack sizes**

Organon

**Quality
you can
trust**

Organon

**Special
offers now
available**

Organon

Bolvidon

Available as tablets of 10mg, 20mg and 30mg mianserin hydrochloride BP.
For further details contact your local representative or return the form below.

Organon

Organon Laboratories Limited,
Cambridge Science Park, Milton Road,
Cambridge CB4 4FL.

(tick relevant box)
Please ask your representative to visit ☐
Please ask your representative to ring me ☐
Name: _____
Address: _____
Telephone Number: _____
Return to: Mrs M. Nicholson,
Organon Laboratories Ltd,
Cambridge Science Park,
Milton Road,
Cambridge
CB4 4FL.

NOW THERE'S A WISE CHOICE FOR THE YOUNGER GENERATION



A CONTINUING FORCE IN THE PHARMACY

Junior Panaleve is the newest addition to the 'Quality Care' range of Pharmacy only brands from Leo Laboratories.

A sugar free paracetamol elixir with a pleasant banana taste, Junior Panaleve is a wise recommendation for pain and fever relief in children and babies over three months.

And with a heavyweight \$200,000 promotional campaign you can be sure your customers will be seeking the right choice from the right place everytime: exclusively in your pharmacy.

For further information, contact the OTC Department, Leo Laboratories Ltd., Longwick Road, Princes Risborough, Bucks HP17 9RR, Tel: 08444 7333.

Opas, Opazimes, Emoform and Panaleve are registered trademarks.



DEDICATED TO
THE PHARMACY



Coloursport for fast faces

A new range of cosmetic and skincare products is being launched nationally under the Coloursport brand.

The range comprises six products, all

designed with speed and convenience in mind, and promoted with the copyline: "Less time in front of the mirror, more time enjoying life."

The products are: Fast Face, a powder in two colours to be used as blusher, eyeshadow and for an overall tanning effect (£2.99); Lip Stains, lip colours that react with the skin to create long lasting colours, in pink, coral, red, orchid and wine (£1.49); Fast-facial, a skin buff promoted as having the effect of a facial (£0.99); Fast Body Buff, a similar product for all over the body (£1.29); lipstick shield, a clear topcoat (£1.29); and eyeshadow fixer-plus, a cream designed to act as a skincare product and make-up fixer in one (£0.99).

Advertising is running in women's magazines throughout this year, and new products will be added to the range in May. *Cos-matrix Ltd, Kings Grove, Boyn Valley Road, Maidenhead, Berks.*

Handy trial size

Chesebrough-Pond's are promoting Vaseline intensive care lotion with a trial size, and backing the brand with a national television campaign.

The 100ml bottles in all three variants (£0.65) come with POS material. And the television campaign using the treated leaf advertisement will run through March and April, say *Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL4 1EX.*

Body beautiful

Network Management, who market and distribute Parfums Balmain in the UK, have introduced a body mousse spray to the Ivoire bath line.

The mousse is presented in an ivory-coloured aerosol container with gold and black logo graphics (150ml £17.50).

Network Management Ltd, Marlborough House, 50 London Road, Brentford, Middx TW8 8JL.

Even more Simple

Simple skincare is being supported by extra value packs, in conjunction with television advertising on Channel 4.

An extra 66 per cent is being offered on liquid shower soap throughout the year, and while stocks last, 20 per cent extra is being offered on moisturising

lotion, cleansing lotion, skin tonic, hand & body lotion, night cream and cold cream.

Distributed by: *The Albion Group Ltd, 113 Station Road, Hampton, Middx.*

ON TV NEXT WEEK



GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	TT Tyne Tees

Actifed:	All areas except Ulster
Askit powders:	GTV, STV
Atrix:	All areas, C4, Bt
Benylin day & night:	Y
Benylin expectorant/paediatric:	All areas, C4
Complan:	All areas
Dixcel toilet tissues:	GTV, G, Y, C, HTV, Bt
Fiesta kitchen towels:	All areas, C4, Bt
Fisherman's Friend throat sweets:	All areas
Hill's Balsam:	U, G, Y, TT
Jif lemon juice:	C4, Bt
Johnson & Johnson baby shampoo:	All areas
Junior Paraclear:	Y, C, TVS, LWT, TTV
Karvol:	All areas
Kleenex Velvet toilet tissues:	All areas
Lipcote:	C
Listerine:	All areas
L'Oreal Studio Line:	GTV, U, STV, B, Y, C, HTV, TVS, LWT, TTV, TT, C4
Mu-cron:	STV, G, C, HTV, TSW, LWT, TTV
Nivea haircare:	All areas
Nurofen:	All areas
Optrex:	All areas
Peaudouce Babyslips:	Bt
Redoxon:	STV, C, HTV, TTV, C4
Ribena:	All areas
Robinson's babyfoods:	Bt
Robitussin:	All areas
Simple skin care:	C4
Sinutab:	All areas
Strepsils:	All areas
Veno's Night Time:	All areas

Network go for the bronze

Network Management have announced details of their 1987 marketing plans for Hawaiian Tropic.

The brand will be backed by a £500,000 advertising and promotional spend, covering the standard range and the new accelerator products. The 1986 advertising will be retained for the standard range, with new treatments for the accelerators and Baby Faces and Tender Places. Advertising will feature in the women's and general interest Press from June to October, with advertisements for Ski Pro also running from November.

A public relations campaign will include sampling in women's and teenagers, magazines' and competitions.

New display material includes a life raft in the shape of a Royal Tanning Oil bottle (33 by 66in) for stockists of the complete range (excluding accelerators). By sending in a photograph of a display featuring the raft, chemists can receive a full size life raft. A new floor standing unit with a thatched roof, a shelf organiser and a counter unit are also available, along with new consumer leaflets. All stockists will receive a holiday planner.

Consumer promotions include a joint promotion with Stella Artois, through grocery outlets and off licences, and a link-up with Boots offering a free aftersun with two compact discs during May to June. *Network Management Ltd, Marlborough House, 50 London Road, Brentford, Middx TW8 8JL.*

From France

A French fragrance created in 1927 is now being launched into the UK.

Le No 9 is produced by French couturier company Cadolle, and is one of a range of perfumes formerly sold exclusively to customers of their shop in Paris. It is being brought to this country by Rich Fragrances, to be sold in a limited number of outlets, including independent boutiques as well as chemists and department stores. The company are aiming for around 20 outlets to begin with, building up to 40 by the end of the year.

The fragrance comes in perfume (15ml £47.50), eau de parfum (50ml £31, 50ml spray £26.50, 100ml £44, 100ml spray £37.50) and eau de toilette (50ml £19, 100ml £27, 88ml spray £29). There are plans for a bath range later. *Rich Fragrances Ltd, 20 Water Lane, Richmond, Surrey TW9 1TJ.*

Seas health on national TV

Seven Seas Healthcare Ltd are launching a £400,000 television campaign starting on February 27.

The national campaign features the multivitamins and minerals, Super Vitamin B6, Super Evening Primrose



Capsules, and the latest additions to the range, natural vitamins A and D. The company says it is benefitting from increased public interest in natural remedies. Marketing manager Tom Hardman says: "Sales of vitamin supplements in 1986 exceeded all our expectations, and 1987 looks set to be even better. We are planning considerable investment in health care products in the near future." A 16 pack pre-packed drop feed counter-unit and new POS leaflets and shelf-talkers are available. *Seven Seas Health Care Ltd, Marfleet, Kingston-upon-Hull HU9 5NJ.*

Quids in

A £200,000 national Press campaign began this week for Eucryl toothpowder.

The advertising runs for eight weeks in the *News of the World*, *Sun*, *Daily Star*, *Sunday People*, *Daily Express* and *Times*, say LRC Products. The £1 coin offer, which began last month, runs until April, say *LRC Products Ltd, North Circular Road, Chingford, London E4 8QA.*

A plus for Calpol

Wellcome are currently backing their Calpol Six Plus children's analgesic with a women's Press campaign the company says will reach 80 per cent of all mothers with children between five and ten years five times over. The colour advertisements will run to May in mass market weeklies like *Woman*, *Woman's Own*, *Woman's Weekly*, *Peoples' Friend* and *My Weekly*, and in monthlies like *Parents*, *Mother & Baby*, *Prima*, *Good Housekeeping*, *Woman and Home*, *Family Circle*, *Living*, *She* and *Annabel*.

The campaign will be backed by an in-pharmacy promotion, offering consumers the chance to obtain a free Calpol growth chart featuring Noah's Ark illustrations. POS units hold 50 offer leaflets; all consumers have to do is send it with a stamped addressed envelope to Wellcome.

Merchandising material and bonus deals are available from *Wellcome Consumer Division, Crewe Hall, Crewe, Cheshire CW1 1UB.*



David Anthony Pharmaceuticals

announces

"FUJI FUN CLUB"

for further details contact your agent or direct from

David Anthony Pharmaceuticals Ltd

Spindus Road, Speke Hall Industrial Estate, Liverpool L24 1YA
Telephone: 051-486 7117 Telex: 629846 Hermes G Fax: 051-486 5955

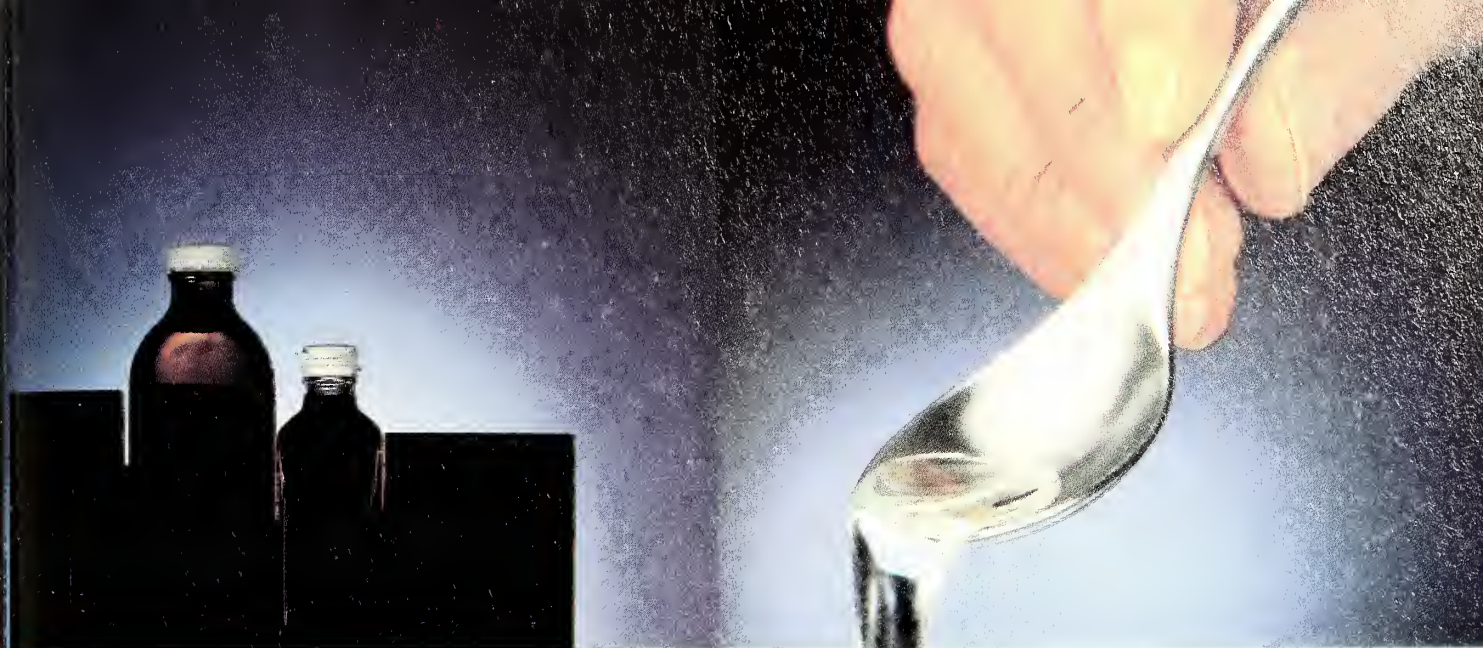


Special summer-long buying terms

Prize draws each month from May - August

£1 million TV + press support

200 tremendous prizes must be won



THERE'S LAXATIVES

AND THERE'S
DUPHAR LACTULOSE

Clear advantages for your customers

Lactulose is widely prescribed by the medical profession. They know that lactulose produces a change in bacterial populations more favourable to a normal bowel function.^{1,2,3} Unlike many laxatives which cause irritation and griping, lactulose has no serious side effects.⁴

That's why lactulose is prescribed for all kinds of patients from infants and pregnant women to the elderly.

Clear advantages for you

Duphar Laboratories, the manufacturers of Colofac, Serc, Influvac Sub-unit, and other valuable prescription medicines, will continue to support your important healthcare role in the community.

In addition, Duphar will help both you and your customers, providing educational materials and information.

You can confidently recommend Duphar lactulose to your customers who seek laxative relief without the unwanted effects of conventional laxatives.

duphar lactulose

lactulose solution BP

The clear solution in constipation

PRESCRIBING INFORMATION: **Presentation** Lactulose Solution BP containing lactulose 3.35 gm per 5 ml. Available in bottles of 300 ml and 1 litre and plastic containers of 5 litres. Basic NHS price £2.61, £7.73 and £38.45. **Indications** 1. Constipation. 2. Hepatic encephalopathy (Portal systemic encephalopathy): hepatic coma. **Dosage and Administration** Constipation: Starting dose - Adults 15 ml twice daily. Children 5-10 years 10 ml twice daily. Children under 5 years 5 ml twice daily. Babies 5 ml daily. Hepatic encephalopathy: 30-50 ml three times daily, and adjust according to response. **Contra-indications, Warnings, etc.**

Contra-indications: Galactosaemia. Gastro-intestinal obstruction. **Precautions:** Lactose intolerance. **Product Licence Number** 0512/5001.

References: 1. Florent C. et al. J Clin Invest 1985; 75: 608-613. 2. Palmie P.E. Therapiewoche 1980; 3: 4045-4049. 3. Hoffman K. et al. Klinische Wochenschrift 1964; 42 (3): 126-130.

4. Sanders J. J Am Ger Soc 1978; 26 (5): 236-239.

Further information is available from: Duphar Laboratories Limited, Gaters Hill, West End, Southampton SO3 3JD. Tel: 0703 472281.

duphar

Colofac, Serc and Influvac Sub-unit are registered trade marks

Konica's £35 35mm compact

Konica are introducing the 35mm compact camera EFP3 in March. It comes in a boxed kit containing its case, strap, two batteries and a roll of SR-V 100ASA colour print film (£34.95).

The EFP3 replaces the EFP2 model and is fitted with a high-quality glass lens and electronic flash (trade price is £24.60). Contact their regional sales manager, or the sales department, *Konica (UK) Ltd, Plane Tree Crescent, Feltham, Middx. TW13 7HD.*

Fuji's fun club

David Anthony Pharmaceuticals say they are launching a "Fuji funclub" with £1m of television and Press support.

There are special Summer-long buying terms linked to prize draws each month from May to August. The company

says some 200 prizes can be won. *David Anthony Pharmaceuticals Ltd, Spindus Road, Speke Hall Industrial Estate, Liverpool L24 1YA.*

Silence is golden for Moulinex

Moulinex have launched two products to kick off their schedule for 1987.

In the Silence Plus range, two hairdryers are being introduced: Silence Plus 1250 — a 1250W, white/grey dryer featuring two heat speed settings (£10.99); and Silence Plus 1500 — a 1500W dryer, with two heat and two speed settings in blue with grey trim (£12.99) — available from March. *Moulinex Ltd, Station Approach, Coulsdon, Surrey CR3 2UD.*

A 200ml pack of Kolanticon (£1.98) will replace the existing 125ml pack from February 23. *Merrell Dow Pharmaceuticals Ltd, Stana Place, Fairfield Avenue, Staines, Middx TW18 4SX.*

Not good news

The year to June 1986 was "not a good one for manufacturers of cosmetics and toiletries", says the latest edition of the Silver Book report.

This was despite a buoyancy in the economy not seen since 1979, says the report, which, it suggests, makes the depression in the market "quite exceptional". Personal disposable incomes rose by 8 per cent on the previous year, with prices up 2.5 per cent, the smallest increase since just after the war. Real disposable incomes were therefore up 3 per cent, the same as in 1985, and better than in the three previous years.

Sales of cosmetics and toiletries into the trade were worth £931m (msp), an increase of 6.1 per cent on 1985. This increase came almost entirely from toiletries: demand in this sector was up 9.7 per cent, with demand for cosmetics down 8.9 per cent.

At current prices hair care products showed most growth, very closely followed by deodorants and antiperspirants. Three product categories — fragrances, men's products and denture products — had the "dubious distinction" of achieved sales lower than those of 1982.

The total spend on advertising cosmetics and toiletries was £136.715m — a rise of 19.3 per cent on the previous year. The advertising/spend ratio was 14.7 per cent, compared with 13.1 per cent for the year to June 1985. Skin care preparations received the highest spend with £21,002,500, very closely followed by haircare. *The Silver Book, 23 Golden Square, London W1.*

A breath of fresh air

A new breath freshener is being launched into this country from West Germany by Paul Fenech Trading.

Smeller is a liquid product, packaged in 2ml phials (£0.85), in blue merchandisers holding 50 phials. The company are aiming to promote it to a wide range of outlets as well as pharmacies, and are currently planning a women's Press sampling campaign. *Paul Fenech Trading, 1 Coniston House, Town Centre, Washington, Tyne and Wear.*

ZR Solid: The introductory price is £1.19, and not £0.99 as stated in *C&D* on February 7. *Gillette (UK) Ltd, Great West Road, Isleworth, Middx.*

Chemist & Druggist 21 February 1987



MOUTH ULCER RELIEF IN SECONDS

When you recommend Medijel to your customers you are offering relief from mouth ulcer pain within 30 seconds.

Medijel is safe, totally aspirin-free and is suitable for both adults and children. Which means when it comes to sales, it's a fast mover too.

Medijel

— Soothing gel and soft pastilles

HOW MUCH DO YOU KNOW ABOUT FAMILY HEALTH?

FAMILY



HEALTH



What range of products provides all the family's day to day remedies and is used for a whole variety of minor ailments?



Which comprehensive counter medicine range features an attractive pack with its own distinctive 'family' symbol?



Which range is very profitable for you and comes with permanent discounts as well as seasonal promotions?



Which range is appearing in dominant spaces in the popular Women's Press?



So, which range will your customers be asking for by name?



Family Health.



Who supplies the Family Health range?



Vestric Ltd, Hills Pharmaceuticals Ltd, Mawson & Proctor Pharmaceuticals Ltd, Herbert Ferryman Ltd, Northern Pharmaceuticals Ltd.

**WHEN YOUR CUSTOMERS ASK,
BE READY WITH THE ANSWERS.**

Please contact your local AAH wholesaler for range and price list.



NATIONAL CONSUMER WOMEN'S PRESS ADVERTISING CAMPAIGN
FULL PAGE COLOUR AND MONO ADS. APPEARING FEB - JUNE IN PRIMA, WOMAN & HOME,
GOOD HOUSEKEEPING, WOMAN'S WEEKLY, TV TIMES, FAMILY CIRCLE.



Perfumes . . . The Secret's out!

Designer perfume at low cost is the claim of B.G. Grace Ltd, who are launching "Secrets" in Britain — a range of nine La Parfumerie fragrances.

In a solid form, and packaged in slim pens (10g, £4.99), which are colour coded, boxed and numbered 1-9, each is a "representation" of a best seller — Opium, White Linen, Lauren, Georgio, Chanel No 5, Obsession, L'Air du Temps, Chanel No 19 and Poison, claims managing director Dieter Klander.

To be sold chiefly through independent retailers, "Secrets", already marketed in America, will be distributed by their own sales force and supported by consumer advertising later in the year, Mr Klander says. They are available in 36s or 54s in a free POS unit.

And the company plans to launch new cosmetics later this year, and to introduce a range of men's fragrances based on designer lines, which will be promoted by sports personality David Wilkie. *B.G. Grace International Ltd, 160 Sheen Road, Richmond, Surrey TW9 1UU.*

Lady dye on TV

Combe are backing Lady Grecian 2000 hair dye with a £500,000 television campaign.

Advertisements will run through March and April in the South, Scotland and Yorkshire, and in other regions later in the year say *Combe (UK) Ltd, A.M.P. House, Dingwall Road, Croydon, Surrey.*

Grocers looking healthy

Grocers are likely to make rapid inroads into the vitamin market over the next few years, predicts a *Retail Business* report.

The report says that grocers, who were the fastest growing area of distribution for vitamins and dietary supplements in 1985, are likely to become an important outlet. Sales through grocers increased about 26 per cent over that year and accounted for about 6 per cent of the total market. Supermarkets have only recently shown an interest but "now that they have begun significant stocking it is believed that grocery sales have enormous potential."

Boots are the largest retailers of vitamins and dietary supplements,

accounting for 35 per cent of sales by value in 1985. Other pharmacies and drug stores took 23 per cent, health food stores 31 per cent and other outlets 3 per cent.

The established vitamins sector, which had begun to look a little tired during the late 1970s, has been achieving substantial real growth and has a distinct feel of vitality, including significant advertising expenditure for a number of brands. Sales of other dietary supplements (ie, the health trade based products) are growing even faster than mainstream vitamins, although from a smaller base.

Total sales have grown from £62 million at rsp in 1983 to £80 million in 1985. Early estimates for 1986 suggest a slight slowdown to just under 10 per cent at £87 million. Single and multivitamins accounted for three-quarters of sales and other dietary supplements for the rest. The former were worth £60 million and the latter £20 million. Single vitamins were led by vitamin C which accounted for about 30 per cent of such sales in 1985, but vitamin B6 was one of the fastest growing single vitamins in 1986 with sales up some 40 per cent. *Retail Business No 348 (£5), Economist Intelligence Unit, 40 Duke Street, London W1A 1DW.*

April shower of savings

In April there will be a pre-sell promotion on Numark/Nuwarm hot water bottles, featuring the Sterling crystal glassware offer.

Consumer savings will run on:

Nusoft all-in-one disposable nappies, Nappy Mates and one way nappy liners; Nusoft press-on towels; Nusoft liquid soap; Sunpure decaffeinated coffee; Nucross glucose powder and tablets; Nusoft minipads; and Nusoft baby orange syrup.

Retailer bonuses are being offered on all these products as well as:

Numark/Nuwarm hot water bottles; Flash; Nucross olive oil; hydrogen peroxide 20 vol; surgical spirit; sodium bicarbonate; liquid paraffin and Numark methylated spirit.

Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts.

Price Service

The retail price of Morgan's Pomade should be £0.96 for the 50g jar and £1.48 for the perfumed 45g jar, and not as stated in the *Price List Supplement*. We apologise for any inconvenience.

Dylon are now distributors of Napa's Doom range of domestic insecticides. They have taken over from Sorex Ltd. *Dylon International Ltd, Worsley Bridge Road, Lower Sydenham, London SE26.*

Eucryl tell it on the radio

LRC Products are repeating their 69p Eucryl pack promotion and backing it with a radio campaign.

Throughout February and March flashpacks packed in shrinkwrapped outers of one dozen will be available, and from March 4 for four weeks the promotion will have radio advertising support in London, Manchester, Birmingham, Liverpool, Newcastle, Leeds, Edinburgh and Glasgow.

A 20p coupon drop to one and a quarter million homes in London, Manchester, Birmingham, Liverpool and Edinburgh is also scheduled for mid March, to coincide with the radio campaign. *LRC Products Ltd, North Circular Road, Chingford, London E4.*

Touched up

Thomas Christy's skin emulsion (150ml), hand and body lanoline, Aloe Vera hand lotion and Collagen body lotion will all feature five free banded emery boards from March 1. *Thomas Christy Ltd, Christy Estate, North Lane, Aldershot, Hants GU12 4QP.*

It's a gift

Faberge's Kiku and A Touch of Class fragrance lines have been repackaged, resized and repriced. Prices are lower, and the ranges now include a 15ml trial size of spray cologne (£1.50). *Faberge Inc, Amberley Place, King Edward Court, Windsor, Berks.*

The distributor for The First Years (UK) Ltd was given incorrectly in Counterpoints, *C&D* February 14. The company self-distributes and its address is *The First Years (UK) Ltd, September House, Church Lane, Sheering, Bishops Stortford, Herts CM22 7NR.*

Richards & Appleby are backing Schick Super II Plus push-clean blades with a 15p off promotion (normally £1.30). *Richards & Appleby Ltd, Gerrard Place, Skelmersdale, Lancs WN8 9SF.*

Unichem are producing a video about their range of sundries for members. It combines live action footage and still product photography, and will be available to members in the Spring. *Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.*

SALES INCREASED BY 25%

KALMAK • LONDON SE1



"I had heard of refits taking weeks, we did it in a weekend.

First impressions, were a feeling of space, continuity of stock (many customers thought we were carrying new lines!) and a bright, clean atmosphere.

There is now a definite customer flow, vision greater and more importantly sales and profit up".

KALMAK, LONDON SE1.

Effective layout, Attractive Displays and the Right Environment can be achieved by a Professional Refit leading to increased sales, increased profit.

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Please send me your brochure:
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The Evans cure for stretch marks.

On the one hand you're expected to provide an increasingly demanding service to the community. On the other hand the demands on you to operate as a profitable retailer are greater than ever.

Evans can help you avoid that feeling of being pulled in all directions.

Not only do we supply you with the wide range of generics you want, in any quantity you want, we keep our prices competitive right across the range.

Moreover, from the same Evans source you can profit from leading OTC brands like Mycil, Nylax, Dequadin, Dequacaine, Haliborange and Minadex.

So if you want to keep both sides of your business in proportion, pick up the phone and check Evans products and prices first.

With our unique combination of quality medicines and wholesale sense, we support you in every direction. Not stretch you.



**JUST WHAT THE
PHARMACIST ORDERED**



Brand leader,* Blisteze, puts its money where its mouth is. With over 90 dynamic colour half pages in the leading Womens Magazines, plus a major CAPITAL RADIO campaign from January - March, with more than 200 specially timed spots, you know you can rely on Blisteze to continue selling at a record-breaking rate. So, you can be sure that when your customers get problem lips, it will be Blisteze that they buy, buy, buy.

*Independent market research showed Blisteze to be the most used treatment for cold sores.

DENDRON LTD., 94 RICKMANSWORTH ROAD,
WATFORD, HERTS WD1 7JJ.



BLISTEZE  **LIPSERVICE**
MEDICATED CREAM FOR COLD SORES AND SORE LIPS

Dendron

From a distance the glass will look black with poor lighting and this is wasted advertising space. An assortment of shabby old posters does nothing for the appearance and blocks the view.

A window crammed with products is unattractive, as is one that includes faded, dusty or fallen packs. Badly written price tickets, dull backgrounds, grubby supports, empty space and colourless displays are equally off-putting.

A modern window will look hideous when used as a wall. The window shopper sees the ugly backs of cosmetic stands, no inviting display, merely a 1983 local operatic society poster, a miscellany of fallen products, Jimmy's sticky paw marks and enough dust to fill a Hoover bag, because nobody can get to the window anymore.

To attract customers to the shop, signs, stripes, lettering and window decor are used.

Signs need to be pleasingly bold: neon or illuminated box signs are best. These dominant signs can communicate a shop's specialities, ie, "Prescriptions," "24 hour processing," "Elizabeth Arden," etc. Alternatively, use permanent lettering. Just a few pounds will buy computer cut adhesive PVC words in any style, size or colour. The finished result is excellent and the cost is well below a sign written job.

Window borders bring a dark rectangle to life. They are colourful, eye catching and provide an attractive frame. Beautifully painted borders can be expensive but the 'ready-mades' are not. Symbol groups provide them free, but the best are made from self-stick heavy duty cling film and are removable and re-usable. There are stripes, Christmas borders, Spring borders and a whole variety of others. Similarly, seasonal pictures, signs and posters are available in the same material.

Do it yourself

Signs can be made at home using "cling film" lettering, but dark colours which can't be seen and fluorescents which fade should be avoided.

The ideal window display incorporates a **theme, colour, lights, shape and movement**. It's easy to see why television sells so well.

A chemist shop could have a **theme** for every week of the year, but this isn't practical. A diary or wall-planner will help with scheduling the year's themes, which should be changed every two or three weeks. Apart from the obvious religious festivals, that are now gift festivals, important national or local sporting occasions, the four seasons, holidays, shop specialities (eg sports medicine, aids for the handicapped, health foods, skin care, etc), local and national events, seasonal medical/health problems (eg coughs and colds, flu, insect



Humphrey Bogart and Fred Astaire help Dollar Rae draw the eye to Coopers' Chemists in Aldgate

Dressed to thrill

Unfortunately "smash and grab" isn't the only shop window "crime". As John Kerry explains in the fourth article in his series. As a marketing resource, shop windows are badly abused and many will, far from attracting customers, frighten them away. Apart from being a source of free light, they should attract, sell by good displays and allow a view of merchandise inside.

bites, sprains and strains, sunburn, hay fever, hangovers, etc), general subjects (eg dental care, hair colorants, hair care, baby care, bath care, photography, personal care, first aid, etc), local events (eg carnivals, circuses, regattas etc) can all be planned for — an endless list.

Colours are vital, but they don't have to be striking. Subtle pastels are perfect for some displays, skin care and baby care especially. Orange, red and yellow can transform a dull display as they can a dull photograph. A colour scheme is more important than lots of colours. Therefore, if the products are colourful, the background and props should not be. But colourful cloths and props serve as useful contrasts when the products are predominantly white, pale or small (eg a beach ball with sunpreps, a bright plastic bowl and spoon with baby foods). A stock of different coloured satins, felts or mock velvets should be used either for back drops or to cover supports.

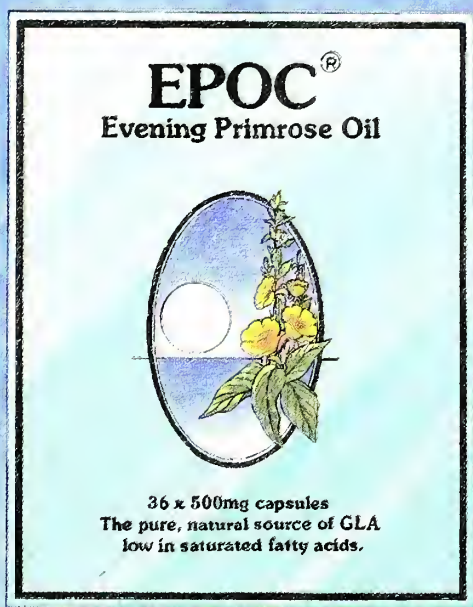
The best kind of **light** for a window is provided by a system of fully adjustable spots, positioned to illuminate every part of the window. It's just as important to have a

few on the floor as well as the ceiling or sides. The effect to aim for is not unlike a theatre stage, lights picking out important focal points, giving a dramatic effect with depth and shadows. Large windows will need powerful spots and even floodlights on occasions. If this is not possible a series of large strip lights will suffice. There won't be any drama or focal points, but the window display will be brightly lit and that's the essential objective.

Simple **shapes** are best and professional window dressers tend to construct a display that forms a natural shape. A single pyramid or box shape will focus the gaze. There's no harm in building displays of a series of like shapes. You may not like anything that is out of balance, but two or three asymmetrical triangles can be very pleasing.

To achieve "shape and height" your display requires display construction materials. Glass cubes, cloth covered tubes and polystyrene shapes are commercially available. Many shops make their own, covering boxes or carpet tubes with felt or other materials at a fraction of the cost.

continued on p308



Goodness.

The natural medicinal properties of the Evening Primrose plant and its seeds were first recognised hundreds of years ago by the North American Indians.

Today, modern scientific research indicates more precisely that it is the high content of Gamma-Linolenic Acid (GLA) in Evening Primrose Oil that helps to promote many of the body's metabolic processes

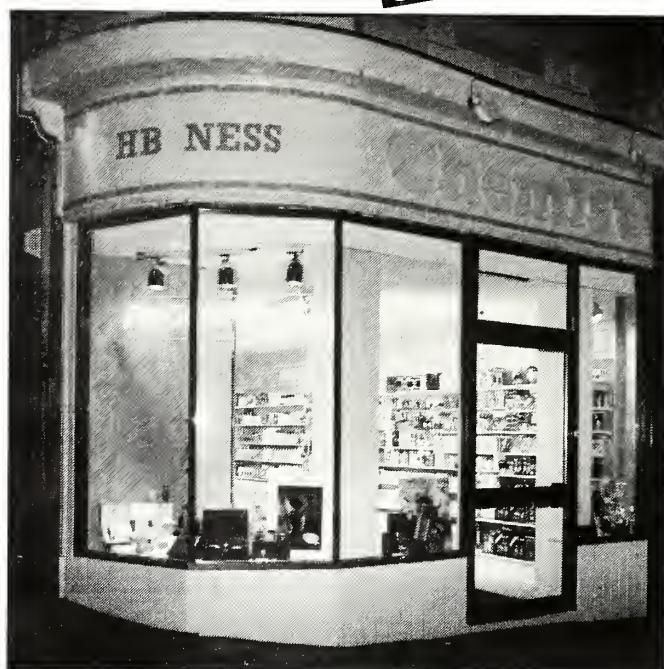
And it is the modern technology of the Evening Primrose Oil Company that captures all that natural goodness – concentrating the oil from more than 200,000 Evening Primrose seeds to produce just one precious pack of EPOC Evening Primrose Oil.

EPOC®
Evening Primrose Oil

EPOC UK Distributors:
De Witt International Ltd
Seymour Road, London Tel: 01 539 3334



SELLING IN SELLING OUT



Plenty of light and space in H.B. Next's shop in Airdrie – another Doller Rae creation

continued from p307

Rustic bricks, fruit boxes and even large diameter sewer pipes, are just a few easily obtained items that given a few careful coats of emulsion, will add height and look good.

Isn't it uncanny, how much the movement of a Hornby train running round a circular track, will catch window shoppers' attention. It's not so easy in a pharmacy window but some movement can be achieved with a small turntable or two. Television monitors are used successfully. Moving message signs are quite effective also, if they suit your shop. For the really sophisticated, animated models are available.

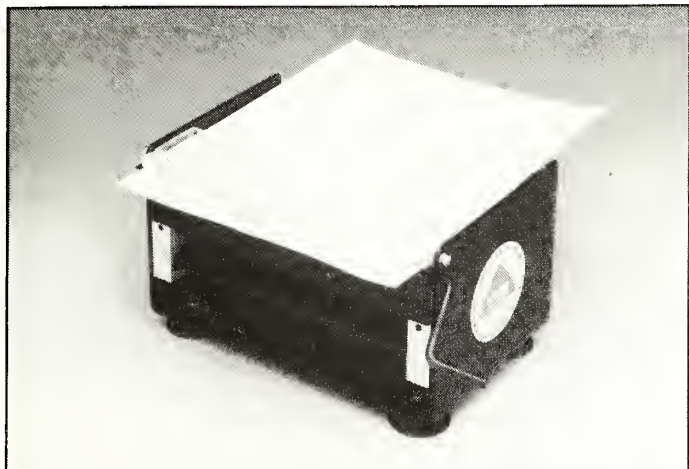
A word about props — items not for sale, but placed in the display to reinforce the theme and add dimension to the message being conveyed. A list would be infinite, but since the object of a selling operation is to sell the benefits of the product, not necessarily the product itself, props are essential. Table 1 gives an idea.

Window display is an art form and in any shop there's one person at least, with the flair, who'd enjoy the work. A finished display should make a customer stop and create a desire to buy. A single theme is best — one that is simple but interesting. The right use of colour, light and shape is essential, supplemented by well thought out props and display supports to give height and depth.

Table 1 Props that can help convey product benefits

<u>Product</u>	<u>Benefit</u>	<u>Props (suggested)</u>
Toothpaste	Clean teeth	Smiling photo, tooth mug, tooth brush
Films	Memories	Colour snapshots
Cosmetics	Enjoyable evenings	Theatre tickets, mirror, pearls
Hot water bottles	Warmth	Bedroom slippers, woolly scarf
Embrocations, sports aids	Pain relief, more playing time	Sports wear, balls, racquets, etc.

AIDS TO BUSINESS



Pinewood Label Systems have added to their range of self adhesive label dispensing machines the "Dispensa-Sheet" which is designed to dispense self adhesive laser/copier labels in sheets from their backing paper, ready for application.

The machine is portable and no electricity is required. *Pinewood Label Systems Ltd, The Stables, Old Charlton Road, Shepperton, Middlesex TW17 8AT.*

Put it in the can

A new, low cost method of using ring-pull cans for sending pharmaceuticals through the post has been developed by Cans Marketing Ltd of Peterborough.

The company is pioneering the use of metal ring-pull cans, in which glass vials or other small containers can be packed in vermiculite for sending by mail at a total cost (including postage) of £0.80. This compares with £6 and £7 for some existing methods of posting glass vials.

Five standards sizes of cans are available and special sizes can be produced to order. *Cans Marketing Ltd, 27 Mancetter Square, Wernington, Peterborough PE4 6BX.*

Smoke signals . . .

A cash carrying bag which releases clouds of orange smoke and a cash staining dye if it's snatched has been introduced by Volumatic. Designed in black leather, it replaces an earlier, smaller version, at the same retail price of £41.30. The bag measures 14¾in long by 8¾in deep by 4in wide, with a cash carrying compartment to hold about £16,500 in £5 notes.

In the cash compartment is a smoke/key cartridge, attached by a soldered chrome chain to a double leather wrist strap, which is worn on the wrist of the carrier. If the bag is snatched, the cartridge is set off, releasing clouds of dense orange smoke from the base. The same action releases the cash staining dye, to make it obvious that currency notes have been stolen. *Volumatic Ltd, Taurus House, Endemere Road, Coventry CV6 5PY.*

Called to the bar

"A single handed solution to portable bar code data capture" is the claim made by makers Numeric Arts for their Microwand II, which combines in one unit the power of a 64K microprocessor with a built-in bar code reader. Measuring 181mm by 45mm by 32mm and weighing 196g, the unit is designed to fit in a top pocket. It can be programmed to scan and store bar code data for later uploading to a host computer via an optical interface, and has 35 alpha-numeric keys for manual data entry, with four user-friendly command keys allowing the operator to select different tasks. *Numeric Arts Ltd, Gardner Road, Maidenhead, Berks SL6 7PP.*



Precious it may be. To the growing number of people who make EPOC Evening Primrose Oil part of their life, it's most certainly a valuable aid to living with a better feeling.

To you, it's undoubtedly profitable. You'll be surprised just how much. But with attractive packaging for maximum impact and the effective support of advertising and promotional point of sale, it's hardly surprising that EPOC Evening Primrose Oil is the one that people ask for by name.

EPOC Evening Primrose Oil – natural goodness, naturally profitable.

EPOC®
Evening Primrose Oil

EPOC UK Distributors:
De Witt International Ltd
Seymour Road, London Tel: 01 539 3334



Life under the jackboot

Ask a pharmacist what his most useful tools are and he'd probably say his tablet counter or his computer labeller. If you'd asked Guernsey pharmacist Matthew Angell 45 years ago, he'd have named a meat press, an apple corer, a cake mixer and a coffee grinder — not to mention empty greenhouses and an abandoned soap factory. C&D asked the island's last pharmacist from the occupation days about his memories.



Above, Matt Angell (centre), with wife Daphne, receives a certificate from Guernsey Branch chairman Michael Waters at a dinner commemorating his 50 years as a pharmacist. Left, Boots over the swastika. Below, German band marches into St Peter Port (Boots on right)



Squeezing out extracts with a meat press, cutting out lozenges with an apple corer, and using a cake mixer to combine ingredients in a formula were all in a day's work for Channel Island pharmacists during the islands' five year occupation by the Germans. With all contact with the mainland blocked, most medical supplies had to be cobbled together from whatever was available — quite literally in the case of surgical trusses and belts, which were reconstructed by shoemakers from secondhand models and tennis balls.

Matthew Angell was working for Boots at the time, and found himself with tasks ranging from analysing milk samples to finding a substitute for toilet paper.

Drugs were an obvious priority, and had to be produced from scratch. Old books, in particular a 1890 edition of the Encyclopaedia Britannica, were pored over for hours, in the search for methods of producing medicines from the limited ingredients and equipment available.

The collapse of the export market had left the tomato growers' greenhouses standing empty, so the farmers were shown how to grow a rather different sort of produce: digitalis, belladonna, capsicum, gentian and opium poppies — and the tomato packing paper came in handy as that substitute for toilet paper.

Food was scarce, and with malnutrition a growing problem, Mr Angell set about trying to find a substitute for cod liver oil. This he eventually obtained from ray caught by the local fishermen — the only natives allowed off the island without an escort. The livers were left in the sun, then mixed,

sterilised, filtered and frozen, and tested on guinea pigs.

A disused soap factory yielded cakes of fragrant fat, which were used to make ointments, saccharine solution was recovered from a closed-down mineral water factory, and a large jar of iodine crystals came from the island of Lihou, where they had been made from seaweed. Several sacks of corks were given up by an islander who had been hoarding them from a shipwreck in 1902.

Toiletries were also in short supply, and the Boots pharmacists were grateful for one event that was rather less welcomed by the German forces. After the Normandy landings, the German command decided they would have to close down alternative outlets for their soldiers' energies — their brothels. A truckload of luxury toiletries became available, and was delivered to Boots, and Mr Angell later discovered that the "ladies of the night" had been granted heavy workers rations for their contribution to the German war effort.

Shopping by dictionary

Packaging too was a problem, and Boots employed two people just to wash out recycled bottles. Tablets were handed out in envelopes, and concentrated mixtures were given to doctors to dispense themselves.

Later on, some supplies were bought from Germany, through a German plain clothes policeman who revealed that he worked for a pharmaceutical company and was eager to do business. The pharmacists found what they wanted by going through advertisements in German magazines with a

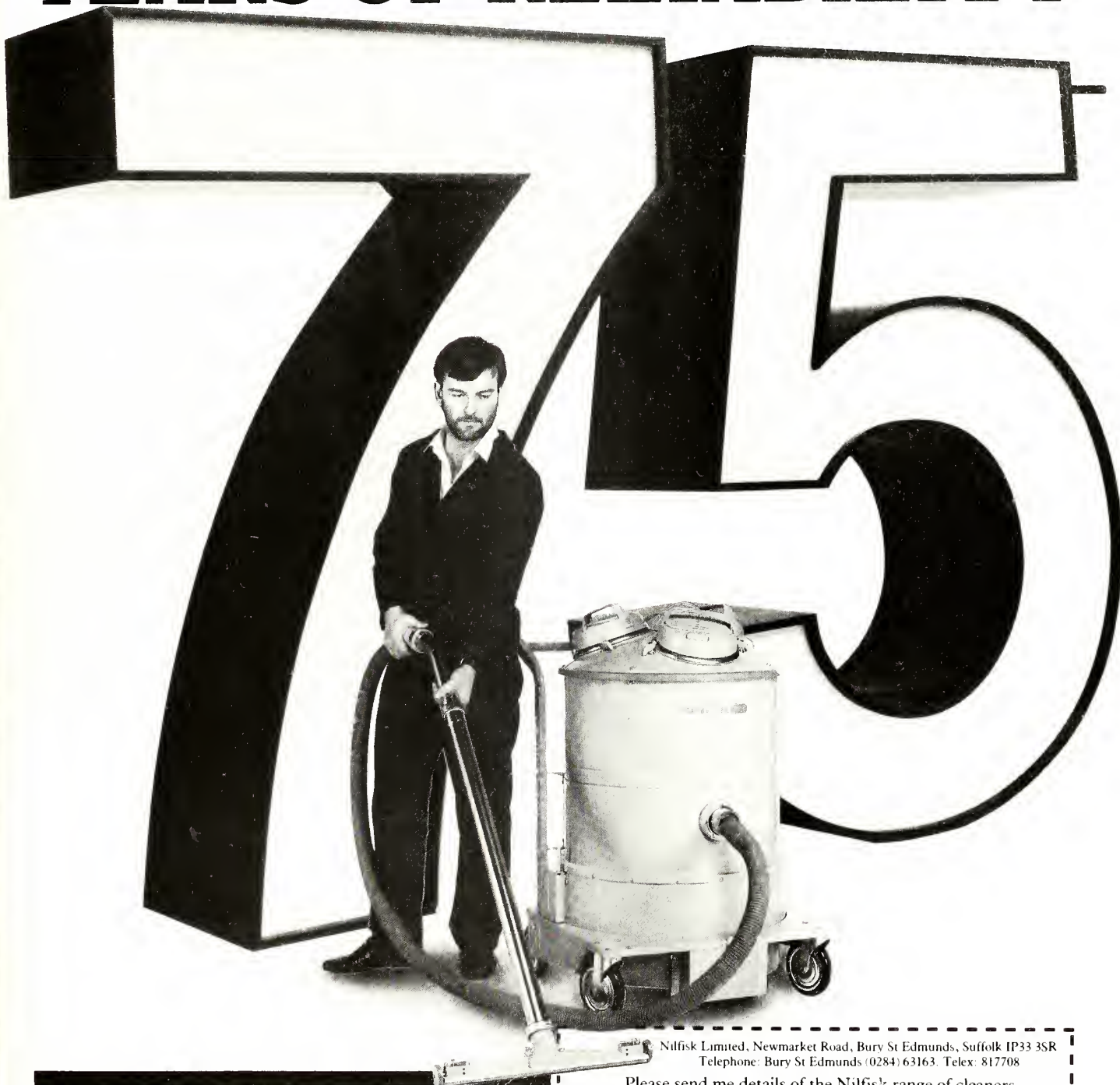
dictionary.

Like many during the Occupation years, the Boots' staff kept their spirits up by listening in to the BBC, keeping their radio under a sink in the shop. But even that had to stop when they realised that the sound was travelling along the pipes to the building next door — German naval command! In fact the shop seems to have been unfortunately placed altogether — even the Allies made a large hole in it with a stray shell during an exchange between English and German boats. That burst a water main and flooded the premises.

In between clearing up after sea battles and thinking up pharmaceutical recipes, Mr Angell somehow found time to court and marry his wife Daphne — but even weddings were affected by the emergency conditions, and the couple had to cross their fingers and hope that nobody died immediately before the ceremony, as funerals took precedence over weddings for access to the horse and carriage that took them to church!

For all his researches, production and dispensing of medicines and advice, Mr Angell earned the princely sum of £4 a week — riches compared with the ten shillings he earned in his first job as an apprentice with Boots. After qualifying at Portsmouth Municipal College, he returned to Boots, until his first "retirement" in 1973. He then took on the job of pharmaceutical advisor to the States of Guernsey Insurance Authority, and the introduction of the States pharmacy services. Despite retiring from that in 1982, Mr Angell, at 73, still finds he is in demand for locum services.

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NILFISK 

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OF INDUSTRIAL SUCTION CLEANERS

Talk is good for you

The age of patient counselling is upon us. Community pharmacist Peter Jenkins from Mid Glamorgan explains why talking to the customers benefits them and pharmacy, and sets out what he sees as the only way pharmacists will be able to achieve the goals envisaged for them by Nuffield.



Giving advice is subtly different from counselling. The latter is more active. It is seeking an opportunity that is important. This needs training and a positive approach. The battle will be won when customers expect it of us. It will then be truly acceptable and will achieve the best results.

Counterprescribing has been practised by some pharmacists for many years and counselling is an extension of that art. The difference is that the pharmacist takes the initiative by being available and showing an active interest in all transactions involving medicines or health matters. It is now accepted that counselling is to replace the old skills of medicine preparation. Everyone can participate and everyone does. Being in a pharmacy environment makes it almost obligatory to try.

We should never pretend to be "barefoot doctors" holding consultations over the drug counter but rather pharmacists extending our proper role in a professional manner.

To fulfil the obligation properly, for obligation it is, we need knowledge.

It is reasonably easy to increase one's depth of knowledge on drugs. Apart from postgraduate courses and distance learning courses there are many articles, advertisements and leaflets available. All of these can yield some instruction. It is all an extension, a development, an updating of the basic qualification. What is more difficult is the technique of passing on the information. The difficulty lies in assessing the exact amount of information needed to satisfy and to instruct the inquirer and then communicating it in a way that will be understood. It needs a special skill which is distinct from any pharmaceutical ability and is as difficult to use.

We have to work at these two aspects of counselling. Both can be developed by application and having a deeper understanding of ourselves. The next problem: is where does it all take place?

Purely pharmaceutical?

The larger the area given over to purely pharmaceutical matters, the better, so the Pharmaceutical Services Negotiating Committee tells us. A living has to be made and while the number of scripts taken in by each pharmacy seems to vary only slightly unless something dramatic happens, there is always a chance of making more sales. For this reason the average pharmacist is reluctant to increase any area outside the dispensary not given over to active selling. Many will argue that space for counselling is a non-active area. However, showing that good advice is freely available can in itself be a great means of increasing business. But the question is still: where in a shop can

space be found to counsel customers? The answer is, find one.

We manage to fit in sunglasses every Summer and hot water bottles every Winter. Where there is a will there can be a space. It may not be perfect to start with. It will become perfect with usage. It is obvious that only certain places are practical. Be positive and improve them by rearrangement of stock, fixtures and chairs. Add a screen, if necessary, for some privacy.

Perfect counsellors are not born perfect. We have to work at all aspects of the craft. We should not be satisfied just to lean over the counter if what we have to say has been well thought out.

That leads us to a second problem, which we shall have to overcome if we are to fulfil all the extra roles envisaged for us by Nuffield: the problem of supervision.

Everyone agrees with the concept of supervision. It is the *degree* of supervision which causes the problem.

Nuffield says...

Nuffield 3.76 says: "The pharmacist should be regarded as remaining in personal control of a pharmacy provided that he or she can be contacted, either in person or electronically". This is not on. It is the thin end of any wedge — the nap in the afternoon wedge, the technician in charge wedge. Being in a profession confers privileges and it also means facing responsibilities.

Pharmacists do not have to be on the drug counter all the time a pharmacy is open if staff act as their eyes and ears. But the staff must know the pharmacist is readily available, if not physically present, at all times. Let us not go into the nonsense of "not able to visit the toilet during shop hours". We must assume adults are involved, that professionals are involved and that the aim is a workable, sensible and safe system. We want this for patients and for the profession. Electronic equipment, be it cordless telephone, CB radio or computer, is not a substitute for a person.

There is need for domiciliary and nursing home visits, for meetings with doctors on therapeutic or formulary matters, for the thousand and one reasons for a pharmaceutical input away from the counter and the dispensary. To carry a bleeper is no answer, though it will appeal to many — some for genuine reasons. At any one time a pharmacist can tackle only one aspect of his multi-faceted job properly. There are often several tasks to be performed at once. The answer, and the only answer, is two or more pharmacists in each pharmacy. Properly remunerated pharmacists making a pharmaceutical contribution; not one pharmacist running round in ever decreasing circles trying to prove he has fulfilled Nuffield's vision.

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The lessons of danthron



The recent discontinuation of Dorbanex products has highlighted some problems in balancing drug toxicity against benefits. High doses of danthron were found to be carcinogenic after chronic administration to rats and mice. There has been no evidence of cancer in man, but because of the concern expressed by the Committee on Safety of Medicines, Riker discounted the production of Dorbanex. Other manufacturers have not agreed that these experiments justify such drastic action.

Cancer may take many years to become apparent after exposure to a carcinogen, and it has been suggested that some patients — who are unlikely to live long enough to develop cancer — are being deprived of their customary drug even though they are not at risk. The elderly, and people with terminal illness who often receive high doses of narcotics, frequently suffer from constipation. Dorbanex has been the laxative of choice and, although Normax remains available for the present, the possibility of the withdrawal of all danthron-containing products is causing concern.

The problem is further complicated by the proposed mechanism of danthron's carcinogenicity. The Japanese scientists who published these findings have speculated that intestinal bacteria transform

anthraquinones to a carcinogenic compound. If this is true for danthron, it might also be true for other anthraquinones such as senna, aloe and cascara.

Fortunately, people who used laxatives only occasionally are less likely to suffer even if all products are withdrawn. Both Dorbanex and Normax contain danthron,

which acts in about six hours, combined with faecal softeners which take three to five days to act. After the usual one or two doses, the effects would therefore be due to the danthron alone and under these circumstances an alternative stimulant would work equally well. However, a stimulant is not always the most appropriate laxative, and bulk-forming agents and lactulose should also be considered.

Cyclosporin and interferons show potential

Cyclosporin and interferon are both drugs with exciting potential in the treatment of chronic disease, although only cyclosporin has found a routine therapeutic use so far. Research is continuing to identify new areas of use, and recent evidence suggests some severe disabling diseases may in the future be more easily controlled.

In a carefully controlled but small study in patients with psoriasis covering at least 20 per cent of their body, four weeks' treatment with cyclosporin resulted in at least a moderate improvement in 95 per cent of patients compared with only minimal improvement in controls. Adverse effects were transient, but so was the therapeutic gain — the psoriatic lesions began to return two to 12 weeks after stopping treatment.

Alpha-interferon — the type found in human white blood cells — proved to be effective in controlling chronic hepatitis in eight of ten men treated for 12 months. The serum aminotransferase concentration (an indicator of liver damage) fell dramatically within four weeks of starting treatment, and

remained low as long as interferon was given. After a year, liver biopsy in three cases showed that the active disease had been suppressed but not eradicated.

Beta-interferon — the type found in human fibroblasts — has been shown to be effective in reducing the number of relapses suffered by patients with multiple sclerosis. The drug was given by nine intrathecal injections over six months — a procedure that is not without risk — and the subjects were followed up over the next 18 months. Untreated controls experienced an average 1.48 relapses during the period compared with 0.76 in those given interferon, despite the fact that the drug initially exacerbated the disease.

Why interferon was effective in hepatitis and multiple sclerosis is unclear. Hepatitis can be a viral infection, and interferon is known to inhibit the replication of several human viruses, whereas its immunosuppressant effect may have contributed to its success in multiple sclerosis.

Megavitamin problems

The public can buy vitamins in health food shops without expert advice and, if they follow the suggestions of some quasi-medical publications, may inflict on themselves disabling illness in an attempt to treat a condition for which the vitamin has no value.

One recently quoted example is the use of daily doses of 50,000 to 250,000 units of vitamin A to treat conditions as diverse as allergies, chills, colds, cystitis, and diabetes. The normal adult requirement for vitamin A is provided by a varied diet, and even vitamin A deficiency is usually treated with daily doses of up to only 75,000 units. Vitamin A toxicity causes severe headaches and mood changes and, in extreme cases, marked psychiatric disturbances.

Another popular vitamin is pyridoxine (vitamin B₆). In the USA, megadoses (2-4g daily) have even been recommended for behavioural disorders including schizophrenia and autism. After chronic use of such doses, pyridoxine causes a sensory neuropathy, impairing limb reflexes and severely disabling walking ability. Following prolonged abuse, recovery requires several months.

It is clear that some people are unaware of the risks of high doses of vitamins. Timely advice could therefore save considerable trouble.

Systemic effects of eyedrops

A further warning about the systemic effects of timolol eye drops was published recently. A 64 year old man, admitted for evaluation of his glaucoma, was found to have profound bradycardia and "a wandering atrial pacemaker". He was being treated with timolol eye drops and verapamil, which were interacting to cause myocardial depression.

When verapamil was replaced by nifedipine, a calcium antagonist with much less effect on cardiac conduction, his heart rate recovered fully. Although the interaction between beta-blockers and verapamil is well known, the fact that the beta-blocker here was in the form of eye drops had escaped notice.

The high systemic absorption of eye drops means problems for people with

asthma, since sufficient may be absorbed to provoke bronchoconstriction. Betaxolol, the first cardioselective beta-blocker to be marketed for the treatment of glaucoma, offers a major advance for people with airways disease.

In clinical trials, betaxolol eye drops had no effect on lung function tests although timolol consistently induced wheezing and reduced airflow. However, isolated cases of bronchospasm have been reported with betaxolol, sometimes weeks after treatment began. This emphasises that cardioselective beta-blockers are relatively — not absolutely — selective for the heart and they may still have a significant effect on the lung in very sensitive people. Nonetheless, betaxolol is now the drug of first choice for asthmatics with glaucoma.



Tamoxifen and mastalgia

Tamoxifen was initially developed as an oral contraceptive. It was, however, unsuccessful, and the drug came subsequently to be recognised as an effective adjuvant treatment of breast cancer. Its value in treating mastalgia — pain in the breast — is now under investigation at London's Guy's Hospital following the early promise of a short clinical trial.

Tamoxifen relieved mastalgia in nearly 75 per cent of women who had suffered severe pain for more than six months. Adverse effects were common and included hot flushes and vaginal discharge, but were not usually severe enough to stop treatment. When treatment was discontinued after three months, about a third of the patients developed symptoms again.

This trial shows that tamoxifen has promise in the treatment of mastalgia, but caution is needed before accepting its use routinely.

Little is known about its chronic effects in premenopausal women, and not all cases are suitable for treatment. In this study, 40 per cent of women improved spontaneously although they were not apparently different from others whose symptoms persisted.

The value of Nedocromil

Sodium cromoglycate is valuable in the prophylaxis of asthma, particularly when the asthma is extrinsic in origin. Nedocromil, a new and distantly related drug, also appears to act by reducing the release of inflammatory mediators by lung mast cells.

Nedocromil is about 30 per cent more expensive than cromoglycate but it offers the convenience of twice daily dosing rather than the possibly onerous four times a day regime of the older drug. However, although nedocromil has been shown to be effective when compared to placebo, and when compared with cromoglycate in laboratory tests, there has so far been no published study which compares the new drug with the established agent in asthma prophylaxis.

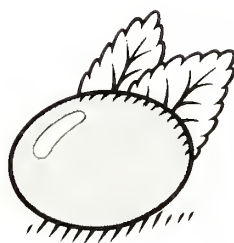
This is of particular concern because there is a substantial number of people who, for reasons that are presently unknown, do not respond to cromoglycate. It may therefore be tempting to try nedocromil — and incur the extra cost — without a sound rationale for this approach.

Nedocromil might offer an advantage over cromoglycate which would justify its extra cost, but the evidence to support this is not yet available.

Topics in Treatment is a regular series by Stephen Chaplin, MPS, staff pharmacist, Regional Drug Information Unit, Wolfson Unit of Clinical Pharmacology, Newcastle-upon-Tyne, looking at current developments in prescription medicines.

A list of references used in the preparation of this article is available from the Editor

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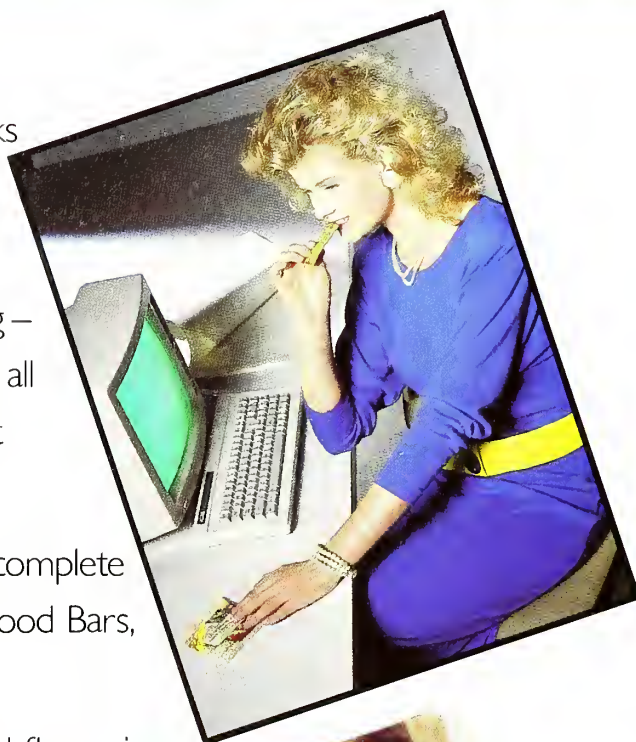
THE SLIMMING MARKET: SOME VITAL STATISTICS.

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New move in disposables ...backed by Unichem?

Yet another company seems to be moving in on the disposable nappies market — and Unichem are believed to have a role in the new venture.

Neptune Industries, to be based in Maidstone, are understood to be aiming at the own brand sector of the market. Unichem managing director Peter Dodd had no comment to make on the co-operative's interest, but rumour has it that the wholesalers are providing some degree of financial backing — possibly up to £2.5m worth. A substantial amount of backing is also said to have been given by a Norwegian pulp company.

This market has seen a good deal of activity lately. Both Peaudouce and Celatose — who currently make Unichem's own label range — are opening new plants in the UK, and the potential

promised by "super-absorbents" should tighten the competition — though they could face marketing problems (see *C&D* Babycare supplement).

A City stockbroker told *C&D* that any deal between own label producers and wholesalers would probably be subject to a time limit. This would allow the firm eventually to free itself of any distribution ties. But he added: "Any company just starting up needs a strong marketing arm to introduce its products into the shops. So an agreement with a wholesaler who could provide that strength wouldn't be a bad idea".

The index of retail prices for all items for January, 1987 was 394.5 (January, 1974=100). This represents an increase of 0.4 per cent on December 1986 and an increase of 3.9 per cent on January 1986.

AAH takeover in Liverpool?

The latest takeover rumour is that AAH are taking a Liverpool wholesaler company under their wing.

A spokesman for the company involved — Ayrton Saunders — denied knowledge of a deal. But according to trade speculation, negotiations are well under way and a takeover is imminent. It was almost exactly two years ago that AAH bought Vestric and as a result practically doubled their turnover and profits. Directors at AAH were unavailable for comment as *C&D* went to press.

Boots-Celltech Diagnostics have entered the sub-fertility area with the launch this week of Oveia Dual Analyte, a laboratory test providing a profile of ovarian function. The test, an enzyme immunoassay, measures oestradiol and progesterone metabolites in urine samples.

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Big day at Boots — as they move into another world

Boots opened the first of their Childrens World superstores in Dudley, Birmingham, this week.

The 30,000 sq ft store is set in the edge-of-town Merry Hill Centre, in Brierley Hill, and employs about 90 staff. This is the first of 40 similar stores lined up for this year, and should be followed by a site in Cricklewood — to be opened on March 26th — and one in Leicester, planned for April 9th.

Sectors in the Dudley shop include children's fashions, for all ages up to 10, bringing in Benetton and Young Dash labels; bedroom and nursery furniture and linens, a coordinated sector claimed to be the first of its kind; the Baby World range of nappies, food and pushchairs; and a toy department. There is also an early learning centre, bookshop, children's hairdressing department — Snips — shoe shops, snack shop and rest room.

The Children's World baby and nursery division is headed up by Robin Gibbons, previously deputy controller of Baby Boots; and two Boots men have been brought in to lead the whole venture: managing director Alan Ripley, formerly in retail distribution, and marketing and merchandising director Ron Glaister, who used to be director of Boots the Chemist's chemist and beauty products.

Among the novelty features of the new store — designed by Fitch & Co — are a slide entry for children and a "tower" lift to the mezzanine floor.

And other news from Boots is that the news has arrived. The company will be selling newspapers for the first time, at their Dalston branch, London, after being approached by a distributor whose outlet in the area has closed. At the moment they have no comment on any possible expansion plans.

NOAH floats away from ABPI

The National Office of Animal Health is to separate from its parent body, the Association of the British Pharmaceutical Industry.

At a special general meeting on February 11, the 41 member companies of NOAH voted unanimously to establish an independent association from next Wednesday. The new association will initially be known as NOAH '87 and will continue to operate from 12 Whitehall until moving to new offices in the Summer.

NOAH was formed at the beginning of last year to replace the Animal Health Register of ABPI. Independence was a long term aim. "Our separation is a natural progression and will help towards strengthening and developing the work of NOAH", commented director Roger Cook. NOAH and ABPI will continue to collaborate on matters of mutual interest through a joint liaison committee.

ABPI hopes for Patent Bill

The Association of the British Pharmaceutical Industry is hoping the Private Members Bill sponsored by Lord Northfield, to repeal the licence of right provisions of the 1977 Patents Act, will be back into its Lords Committee stage in two to three weeks.

The Bill is stalled at the committee stage (*C&D* February 14) after opposition from Lord McIntosh on the Labour front bench. There is increasing concern at the ABPI that it will fall victim to an election if it is not revived quickly. Although Lord Northfield, the industry's paid advisor in the Lords, introduced the Bill at the instigation of Lord Whitelaw, the Deputy Prime Minister, there are no indications the Government is prepared to give the Bill Parliamentary time. It will almost certainly be opposed by the left wing of the Labour Party if it gets to the Commons.

The ABPI say the licence of right provisions put British companies at a disadvantage compared to their competitors and claim the move would be "cost neutral" to the NHS, despite figures put out by companies opposing the Bill.

New SMP reimbursement

Arrangements for compensating employers for their share of the National Insurance contributions payable on statutory maternity pay were announced last week.

SMP, which comes into effect on April 6 (*C&D*, August 9, 1986, p219), will combine the present maternity pay (paid by employers) and maternity allowance (paid by the Department of Health). Employers will pay SMP in the same way as statutory sick pay.

For the year beginning April 6, compensation for secondary NICs will be 7 per cent of the SMP paid to employees. This rate will also apply to payments of SSP. It has been calculated from estimates of aggregate payments of SSP and SMP in 1987-88 and the total secondary NICs payable on them.

Co-Proxamol can cause headaches

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New wholesaler Chemdrop in City

London has a new generic wholesaler from this week, with the launch of a 150 product range from Chemdrop, a division of CBS wholesale.

CBS have been involved in the supply of household, toiletry products and sundries for some years now, and delivery will be through their own fleet of vehicles. Distribution of the range of generics, galenicals and galenical eye drops will be restricted to the London area initially.

The company says that generics are all from UK suppliers, chiefly Evans and Berk. Range extensions are planned. The company offers 30 days credit and operates a discount scheme. *Chemdrop, Division of CBS Wholesale, Garman Road, Tottenham N17 0QN.*

VAT rise denied

Treasury Ministers are insisting the Government has no firm plans to raise the level of VAT and broaden its base to facilitate cuts in income tax.

In the Commons last week the Prime Minister, Margaret Thatcher, said she had read with "suprise" newspaper reports that the Government had such an objective in mind. Neil Kinnock, the Labour leader, who pressed in vain for a more specific denial, warned that such a policy would mean at the very least "the doubling of VAT".

■ The controversy over Sunday trading is to be revived in the House of Lords. Lord Boyd-Carpenter (Con), the former Cabinet Minister, is to ask the Government on March 9 how many prosecutions for Sunday opening have been made since June 30 last year, when the Shops Bill was rejected by the Commons.

Ransom report

Pharmaceutical wholesalers running down stocks have led to falling demand and slower turnover, according to William Ransom.

In the company's interim report, profits before tax for the half year ended September 30, show a slight rise to £231,000, compared with £223,000 in the same period the year before.

The trouble was mainly due to lower stocks following distorted trading, caused

by the limited list, say Ransom. Turnover did pick up during the July to September quarter, but not to the previous year's levels. But the company claims that cutting out the losses at its former subsidiary, Halas, has meant higher profits on reduced sales.

Britchem first for in-store TV

Sales Television are launching a "commercial television and instant information system" for UK pharmacists and distributors.

The system will enable manufacturers or organisations to transmit to the in-pharmacy television monitors of all subscribers, or even to send a private message to a particular pharmacy, the company claims.

Managing director Peter Woolsey envisages pharmacists transmitting information or advertisements to passer-by through window displays, or in-store, to customers waiting for prescriptions.

BBC's Tomorrow's World was expected on Friday to film a story on the equipment for possible transmission on either February 26 or March 6.

Drug index boost

Intercontinental Medical Statistics Ltd are extending their monitoring of pharmaceutical sales through a 1,000-strong pharmacy panel with data from three computer systems based in 50 chemists.

Park Systems and Vestric have joined Orange Computers and AGB Research in monitoring scripts dispensed using labelling systems. The identities of data suppliers are confidential. All data are projected to national levels and are used by the industry to measure sales.

Any pharmacists interested in joining the panel should contact Orange, Park or Vestric.

■ The Department of Trade & Industry's December retail sales figures show chemists up 7 per cent to 288 (NHS receipts excluded). The figure for all businesses is 223 — up 6 per cent; and grocery retailers (including co-operative societies) are up 4 per cent to 206.

Following recent articles in *C&D* (January 10, p37; February 7, p216), Medimar Laboratories wish to clarify that only the Ovustick self test six day kit has just become available to pharmacies. The self test nine day kit has been available OTC since early 1985.

NPA evenings

A series of ostomy evenings for pharmacists are being planned to support the NPA's advertising campaign in ostomy/ileostomy journals from March (C&D December 20/27).

The course will take place in April and May at venues in:

Glasgow, Newcastle, Leeds, Manchester, Liverpool, Nottingham, Norwich, Crawley, Birmingham, Cardiff, Taunton, Winchester, Oxford, Hounslow, Enfield and Dartford.

Monday, February 23

Glasgow Clinical Pharmacists' Training Group. dermatology tutorial, 6pm, Glasgow Royal Infirmary, seminar room 1.

Glasgow Tutor Group. College of Pharmacy Practice. 7.30pm, Glasgow Royal Infirmary. Dr S.B. Kayne, "Homeopathic Pharmacy".
Leicestershire Branch. Pharmaceutical Society. 8pm, "AIDS and the AIDS virus" by Dr Andrew Campbell, chairman of the Leicestershire AIDS Working Group.

Wednesday, February 25

Isle of Wight Branch. Pharmaceutical Society. 7.30pm, the post-graduate medical centre. Dr Nicholls on "The Turn Shroud". Cheese and wine.

Thursday, February 26

Leeds Branch. National Pharmaceutical Association. 8pm, Parkway Hotel, Otley Road, Leeds. Mrs Church, superintendent of the Wakefield PPA, on prescription pricing.

Slough & District Branch. Pharmaceutical Society. 8pm, Chiltern Region post-graduate centre. Mr J.P. Donnelly on "The clinical use of antibiotics and treatment of infections".

Wirral Branch. Pharmaceutical Society. 8pm, the Wirral post-graduate medical centre. Clatterbridge Hospital. A joint meeting with Wirral Veterinarians.

February 28-March 1

The British Pharmaceutical Students' Association Sports day at the Bullsmore Sports Centre, Enfield, Middlesex. Details are available from Jon Cohen on 02407-4212 (evenings).

Advance Information

Association of Medical Advisers in the Pharmaceutical Industry. "The impact of new technology on clinical trial design" a symposium at the Kensington Hilton on March 19. Further details from Mrs J. Wase-Bailey, on 01-491 8610.

Cosmetic Toiletry & Perfumery Association Ltd. a joint course with the North East Surrey College of Technology (NESCOT) in Practical Microbiology for the Cosmetics Industry from July 6-10. Cost: £265. Hotel accommodation is being arranged, costing approx £32 per night. Further details from Fiona Hesketh at CTPA Ltd. (tel: 01-491 8891).

Medico-Pharmaceutical Forum. "Sponsored clinical research: costs and contracts" at the Royal Society of Medicine, London on Wednesday, April 1. Further details from Mrs J. Wase-Bailey on 01-491 8610.

Pharmaceutical Society. Chiltern Region. Regional Conference on Sunday, April 5 from 9.50am-4.15pm at the post-graduate centre, Luton & Dunstable Hospital, Lewsey Road, Luton, Bedfordshire. Further details from Mrs J.K. Fuller, 10 Tudor Close, Stevenage, Herts SG1 4DB.

UKCPA AGM at 3pm on Saturday, March 14 at the post-graduate medical centre, Leicester Royal Infirmary. Further details from Mr M.J.S. Burden, 73 Aylestone Road, Leicester

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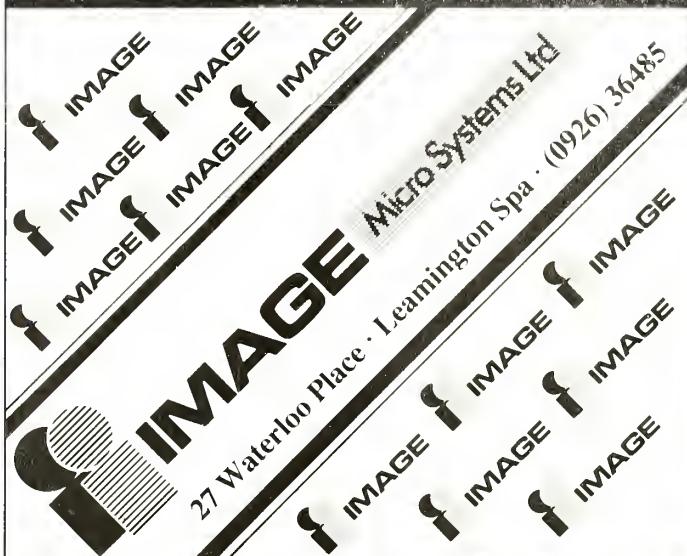
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Ruth makes a century

Former pharmacist Ruth Loader celebrated her 100th birthday on Tuesday.

As well as a telegram from the Queen and one from Social Services Secretary Norman Fowler, she received a steady stream of well-wishers at the old people's home where she now lives in Hove, East Sussex. Among them was Victor West,



general manager, Royal National Pension Fund for Nurses, who presented her with flowers and a cheque for £100 as the oldest pharmacist member of the Fund. She has donated the money to the Mildmay Mission Hospital, East London, where she worked from 1920 until her retirement in 1948. She registered as a pharmacist in 1914.

Sterling service

DDD sales director Frank Sterling retired last month after 38 years with the company.

When he joined as one half of the sales team back in 1948, the total company sales for the year were £53,279 — a target Mr Sterling would expect the present team to achieve in two days.

Taking over as sales chief is David Henshaw who joined the company just over a year ago from Ethico Ltd. Before that he was with Richardson Vicks.

TPA chairs TPA

National Pharmaceutical Association director Tim P. Astill, has been re-elected chairman of the Trade and Professional Association.

The TPA is a confederation of specialist trade associations which



A hamper being presented to GK Chemists, Ashton Gate, Bristol by Crookes representative David Bebb. Looking on are Rachel Greenwood, Susan McQuaind, Simone Stanley, Caroline Cowley, Liz Cressey, Susan Knowson and buying controller Nigel Oakes

operates under the auspices of the National Chamber of Trade. It co-ordinates views on a wide range of business, commercial, and financial matters affecting the small independent retailer. 1986 saw its involvement in Sunday Trading, Data protection registration, Wages Councils, origin marking, and unfair dismissal. Mr Astill has held the post for five years.

Take the money and run

Health service runners in the Mars London Marathon on May 10 are eligible for an £1,500 sponsorship bonus.

The Royal National Pension Fund for Nurses is offering, as part of its centenary year, £100 to the first charity runner to finish in each of five male and female age groups, with £50 for the second. The sponsorship is open to anyone eligible for membership of the RNPFN. Application forms are available from RNPFN, Burdett House, 15 Buckingham Street, London WC2.

Write on!

Attention all budding Graham Greenes!

If you've a yen to wield a pen; if your natural creative urges are suppressed by day to day toil in the dispensary, here's chance to let your thoughts run on paper. Pharmacist Deryck Howell is a founder of the South and Mid Wales Association of Writers, and the Association is offering a prize of £500 for the best original short story of not more than 2,500 words. The closing date is March 31, and further details are available from Mr D.H. Howell, 141 Ty Glas Road, Llanishen, Cardiff.

Ponds new man

Unilever, who recently took over Chesebrough Pond's, have put one of their own executives at the head of the consumer products group.

Morris Tabaksblat, previously Unilever's personal products co-ordinator and a member of the board of directors, now becomes the chairman and chief executive of Chesebrough-Pond's in place of Ralph Ward. But as yet there has been no sign of the new parent making a clean sweep of the rest of the subsidiary's board.

Britannia Health Products Ltd: Martin Last is appointed marketing manager.

A. H. Robins Co Ltd: Lisa Scarbrough will now be handling administration and customer liaison for the consumer products division.

Health & Diet Food Company: Keith Garden is appointed brand manager in the marketing department. Mr Garden has spent three years with the company's sales force.

Celltech Ltd: Mike Harvey becomes the first director of manufacturing. He joins Celltech from Glaxo.

Laughton & Sons: Two new managing directors have been appointed: Roy Weake for Stratton Accessories and Jack Moss for Lady Jayne and Twinco. Mr Nick Evered becomes export director and Richard Lyon is appointed sales director to Haircare/Twinco. David Roberts joins the company from Alberto Culver as national accounts manager.



Colorama Processing Laboratories' Dealer of the Year award for 1986 was made to Michael Karat of Michael Andrew Pharmacies, London EC4. Mr Karat's performance won him a prize holiday in the USA with cheques of £100 and £50 for his manager and assistant. The presentation was made by Mr R.K. Patel and Ernie Gilburd of Colorama, accompanied by the manager, Len Robbie of Michael Andrew Pharmacies, in King William Street, London EC4

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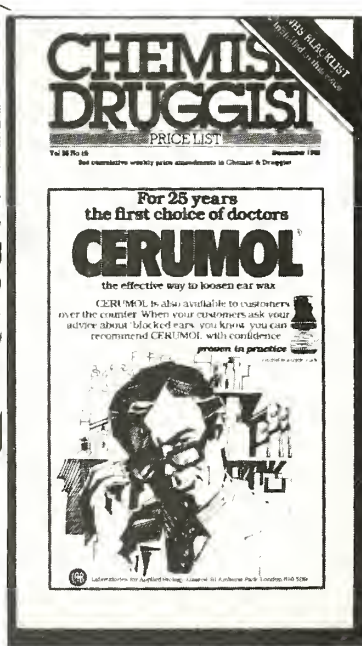


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Tamofen-10 tablets, containing 15.2mg tamoxifen citrate BP equivalent to 10mg tamoxifen, are round, convex, off white tablets, scored on one side and marked "T10" on the reverse.
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Tamofen-40 tablets, containing 60.8mg tamoxifen citrate BP equivalent to 40mg tamoxifen, are round, convex, plain off white tablets.

USES

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Tamoxifen is an anti-oestrogenic drug which binds to oestrogen receptors, preventing the stimulating effects of oestrogen on uterine and synthesis. The metabolites of tamoxifen are also anti-oestrogens.

DOSAGE AND ADMINISTRATION

For oral administration

(1) Breast cancer:

The daily dose is 20-40mg. Tamofen-10 tablets should be given in divided doses (i.e. twice daily). Tamofen-20 and Tamofen-40 may be given as a single daily dose.

(2) Anovulatory infertility

In women with regular menstruation but anovular cycles, treatment should start with 20mg per day given on the second, third, fourth and fifth days of the menstrual cycle. If treatment is unsuccessful, further courses may be given during subsequent menstruation periods, increasing the dosage to 40mg, and then 80mg daily.

In women with irregular menstruation, treatment can be initiated on any day. If there are no signs of ovulation, a subsequent course of treatment may be started 45 days later, at the higher dosage level increased as necessary (40mg or 80mg daily). If a patient responds with menstruation then the next course of treatment is started on the second day of the cycle. Tamofen-10 tablets should be given in divided doses (i.e. twice daily). Tamofen-20 and Tamofen-40 may be given as a single daily dose.

CONTRAINDICATIONS, WARNINGS, etc.

Contraindications: Pregnancy

Precautions: Tamoxifen may be given to premenopausal women only after thorough examination has excluded the possibility of pregnancy.

Adverse effects: Side effects are generally mild. The following effects have been reported – hot flashes, mild nausea, mild thrombocytopenia and leucopenia.

Occasionally occurring side effects are vaginal bleeding, pruritus vulvae, skin rash, fluid retention, gastro-intestinal pain, pain from metastases and tumor pain.

Deep thromboses have occurred and with large doses of tamoxifen (160-200mg per day) toxic effects on the retina have been reported. (Corneal and macular changes, resulting in blurred vision have been described in a small number of cases treated continuously with these large doses for long periods.)

In breast cancer patients, temporary reductions in platelet count (usually to 80,000/90,000 but sometimes lower) have been observed during treatment with tamoxifen. The platelet counts have recovered during treatment and no haemorrhagic tendency has been reported.

Hypercalcaemia has been reported in patients with bone metastases.

The adverse reactions can sometimes be controlled by a reduction of dosage.

In a proportion of pre-menopausal women treated for breast cancer, there is a suppression of menstruation, reversible cystic ovarian swelling has occasionally been observed in this group of patients receiving 40mg tamoxifen twice a day for short periods.

Treatment of Overdosage: Overdosage causes anti-oestrogenic effects. In animals, extremely high doses (over 100 times the recommended daily dose) have caused oestrogenic effects. There is no specific antidote to overdosage, and treatment should therefore be symptomatic.

PHARMACEUTICAL PRECAUTIONS.

Storage: Protect from moisture and heat (store below 25°C).

LEGAL CATEGORY.

POM

PACKAGE QUANTITIES.

Tamofen-10 in foil strip packs of 30 and 250 tablets.

Tamofen-20 in foil strip packs of 30 and 250 tablets.

Tamofen-40 in foil strip packs of 30 tablets.

FURTHER INFORMATION.

Maximum plasma levels of tamoxifen occur at 4-7 hours after administration. The elimination half-life is about 7 days. Considerable enterohepatic circulation is a probable reason for the slow elimination.

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Tamofen-10 PL 0424/0043

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10 mg (30 tablets) £ 7.00

10 mg (250 tablets) £56.30

20 mg (30 tablets) £11.00

20 mg (250 tablets) £86.00

40 mg (30 tablets) £25.78

Further information is available on request from Tillotts Laboratories, Henlow, Beds. SG16 6DS.



Henlow Trading Estate
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TAM/2